



CASE STUDY
GAMERS_X

PART 1

CASE STUDY PGL MAJOR 2021 IN NUMBERS



MAJOR 2021



101K

**PEAK
AUDIENCE**



**THE MOST SUCCESSFUL
CS:GO TOURNAMENT OF ALL TIME**

1.2M

UNIQUE VIEWERS



31M

**TOTAL
VIEWS/REACH**

21K

AV.VIEWERS



331

**MEDIA
PUBLICATIONS**



179

**HOURS OF
COVERAGE**

13

**BROADCAST
DAYS**



2.1M

**HOURS
WATCHED**

2021 SUM UP



CREATIVE CONTENT



PART 2

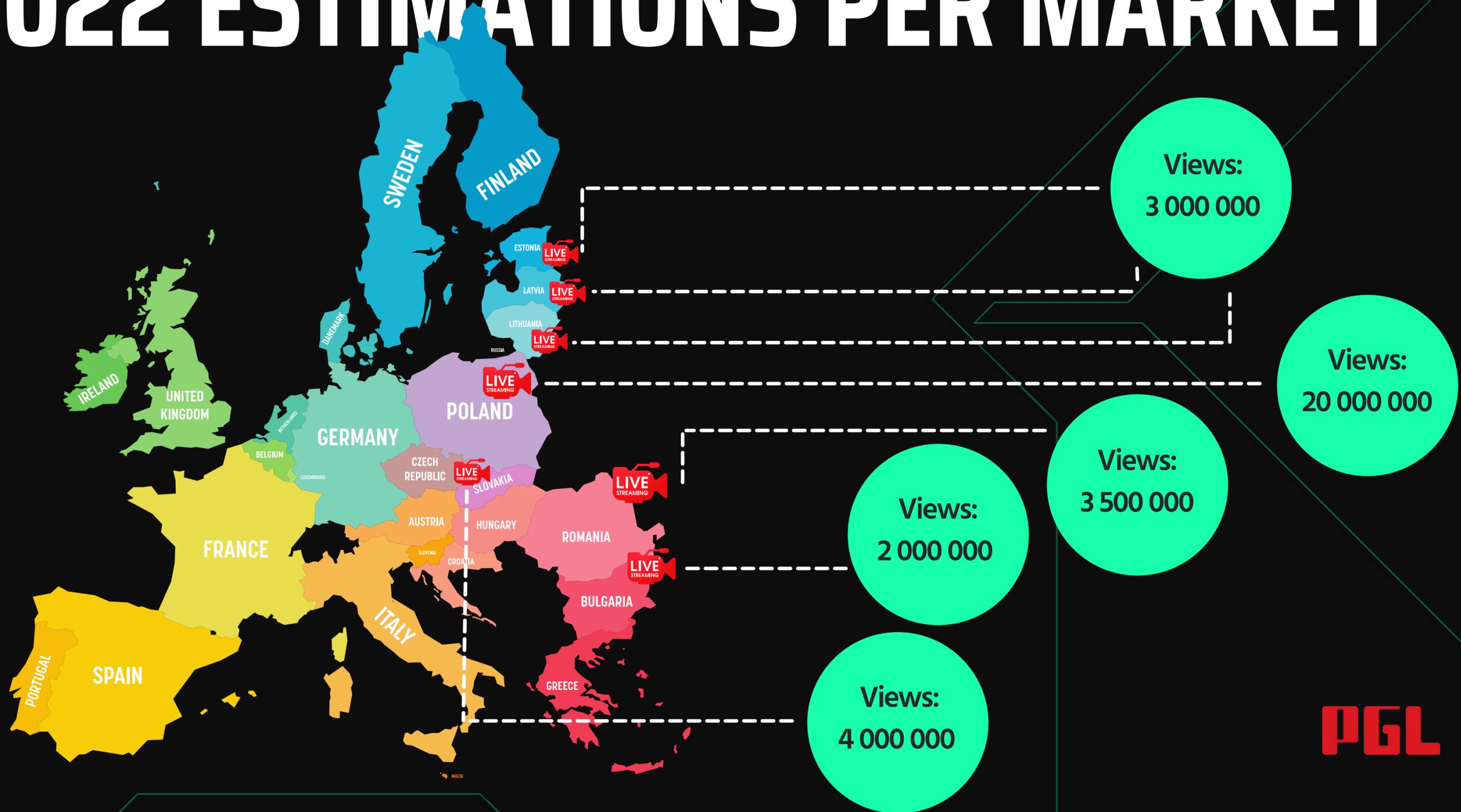
PGL MAJOR 2022 OFFER



REGIONAL AND LOCAL COOPERATION PROPOSAL
DURING THE
CS:GO WORLD CHAMPIONSHIP
OVER 300H HIGH OCTANE LIVE CONTENT

GAMERS_X IS THE EXCLUSIVE OFFICIAL HOLDER OF
BROADCAST RIGHTS IN THE MARKETS MENTIONED

2022 ESTIMATIONS PER MARKET



POSSIBLE BENEFITS PER MARKET

BROADCAST

- ADVERTISING 30" DURING BROADCAST
- INGAME LOGO
- VOICE OVER DURING BROADCAST
- CHAT COMMAND - POSSIBILITY OF SENDING TO WWW - LEADS
- CLICKABLE BANNER UNDER THE STREAM
- DEDICATED ENGAGEMENT FORMATS

FROM 10 000€ TO 90 000€

PR+MEDIA+INFLU

- SPONSOR BILLBOARD
- LOGOTYPE IN PROMOTIONAL MATERIALS AND POSTS ON SOCIAL MEDIA
- LOGOTYPE IN MATERIALS FOR SELECTED OR ALL OFFERED MARKETS

FROM 5 000€ TO 25 000€

MIX

- PERFORMANCE ACTIVITY
- BRAND AWARENESS
- TAILOR MADE ACTIVITY
- BRANDED CONTENT
- + ALL POSSIBLE BENEFITS AROUND ADDITIONAL SHOW

INDIVIDUAL OFFERS

EFFECTS - INDIVIDUALLY PER MARKET

PGL



PART 3

BRAND EXPOSURE EXAMPLES

What exposure opportunities are there for your brand?

POSSIBILITY OF MAKING BRAND SAFETY

Brands that cannot appear at CS: GO due to the brand safety policy will also find something for themselves



A wide range of possibilities, apart from in-game visibility, include: studio or scenes with casters, banner under the stream, spots during breaks, stream chat, product placements, voice over or mentions in PR communication or in dedicated video formats



INGAME VISIBILITY AND CHAT COMMAND

Game HUD: ENTROPIO 1 1:33 3 BIG

Player List (Left):

- NICKELBACK K4 A1 D4 \$2100
- KRAD K1 A1 D3 \$2700
- LACK1 K3 A1 D4 \$2050
- ELIAN K3 A2 D4 \$2200
- FORESTER K2 A0 D3 \$2000

Player List (Right):

- TIZIAN K0 A0 D3 \$50
- SYRSON K7 A0 D2 \$1250
- TABSEN K0 A1 D3 \$1700
- KITO K4 A0 D3 \$50
- GADE K7 A1 D2 \$0

Chat Log:

- StreamElements: Sprawdź harmonogram i wyniki → <https://bit.ly/tabela-major>
- Vertuii: kto wygrał
- Howard2312: kaserato
- Conqueeer1: kserato
- mlodypierdziach: !song
- eckooooo: @inet_saju kejsorato xd
- mazejandro: botbit
- marcelo__bielsa: @inet_saju casemiro
- Frycu_PL: 🎧🎧🎧🎧
- ADAMEEQ: @inet_saju Kaseto to xd
- Winw: siema dopiero z roboty wróciłem więc nie wiem, ale Navi gra next czy już grali?
- konzidek: siemanko
- mrufu1998: co jak co ale Furia bandyci jeżeli chodzi o jechankę
- wild_fox_girl: @vertuii pierwszy mecz
- jOzefke: ksero
- Frycu_PL: @inet_saju
- StreamElements: Samsung Odyssey łączy futurystyczny design i technologię, aby zapewnić niespotykane dotąd wrażenia. Dzięki kontrastowym elementom i minimalistycznej estetyce prezentuje swoją zwycięską moc. Dowiedz się więcej: <https://bit.ly/SamsungOdysseyPL>
- elokamil: @marcelo__bielsa zesrales sie
- inet_saju: Czaty jak jest poprawnie kserato czy kaserato?
- killero_tv: oooooooooooooohhhhhhhhhh

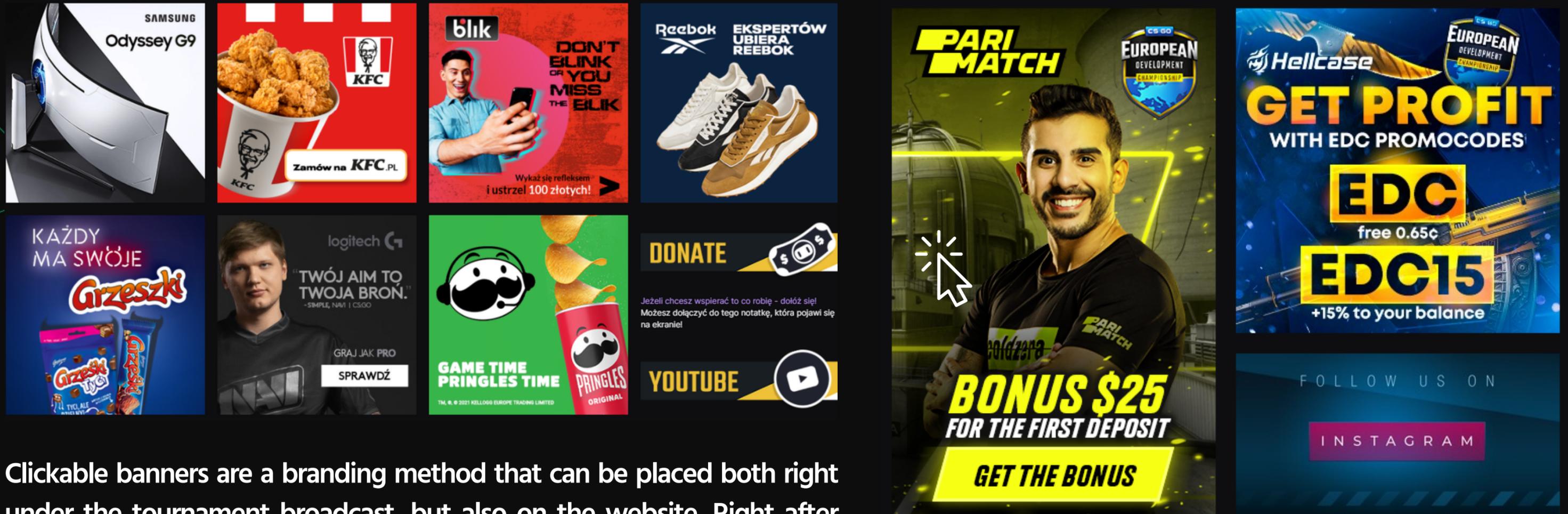
L-SCREEN - EXAMPLE

The image shows a first-person view from a Counter-Strike: Global Offensive match on the Mirage map. The player is holding a M4A1-S rifle. The match is in the 'HEROIC' round, and the score is 0:5. The player's name is 'NEXA'. The L-screen advertisement for 'Arzeski Tygi' is overlaid on the left side of the screen. It features a large image of the candy bar and a list of players with their health, money, and status. The slogan 'KAŻDY MA SWÓJE Arzeski' is displayed at the bottom of the ad. The word 'REKLAMA' is visible in the bottom right corner of the ad area.

Rank	Name	Health	Money	Status
1	NIKO	100	\$150	KO A0 D0
2	HUNTER	100	\$150	KO A0 D0
3	NEXA	100	\$100	KO A0 D0
4	AMANEK	100	\$300	K1 A0 D1 DMG 180
5	JACKZ	100	\$0	KO A0 D0

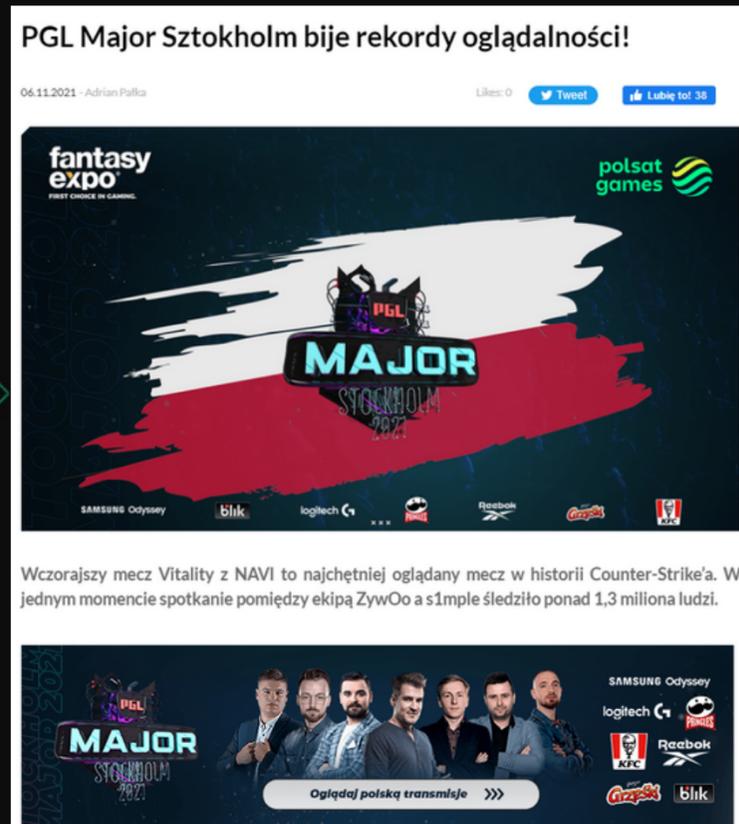
Rank	Name	Health	Money	Status
6	TESES	100	\$150	KO A0 D1
7	CADIAN	100	\$0	KO A0 D0
8	STAVN	100	\$150	KO A0 D0
9	REFREZH	86	\$450	K1 A0 D0
10	SJUUSH	20	\$150	KO A0 D0

CLICKABLE BANNERS



Clickable banners are a branding method that can be placed both right under the tournament broadcast, but also on the website. Right after clicking, the viewer is taken to the product or brand page.

COMMUNICATION & PR



Media patronage in esports media. Thanks to them, press releases will have mentions of the partnership on a given broadcast.



The location of our broadcast on the world's largest platform, with the results of the official CS: GO tournaments, as the only Polish broadcast from the tournament



Broadcast communication with local streamers, casters and influencers with mentions of the partnership

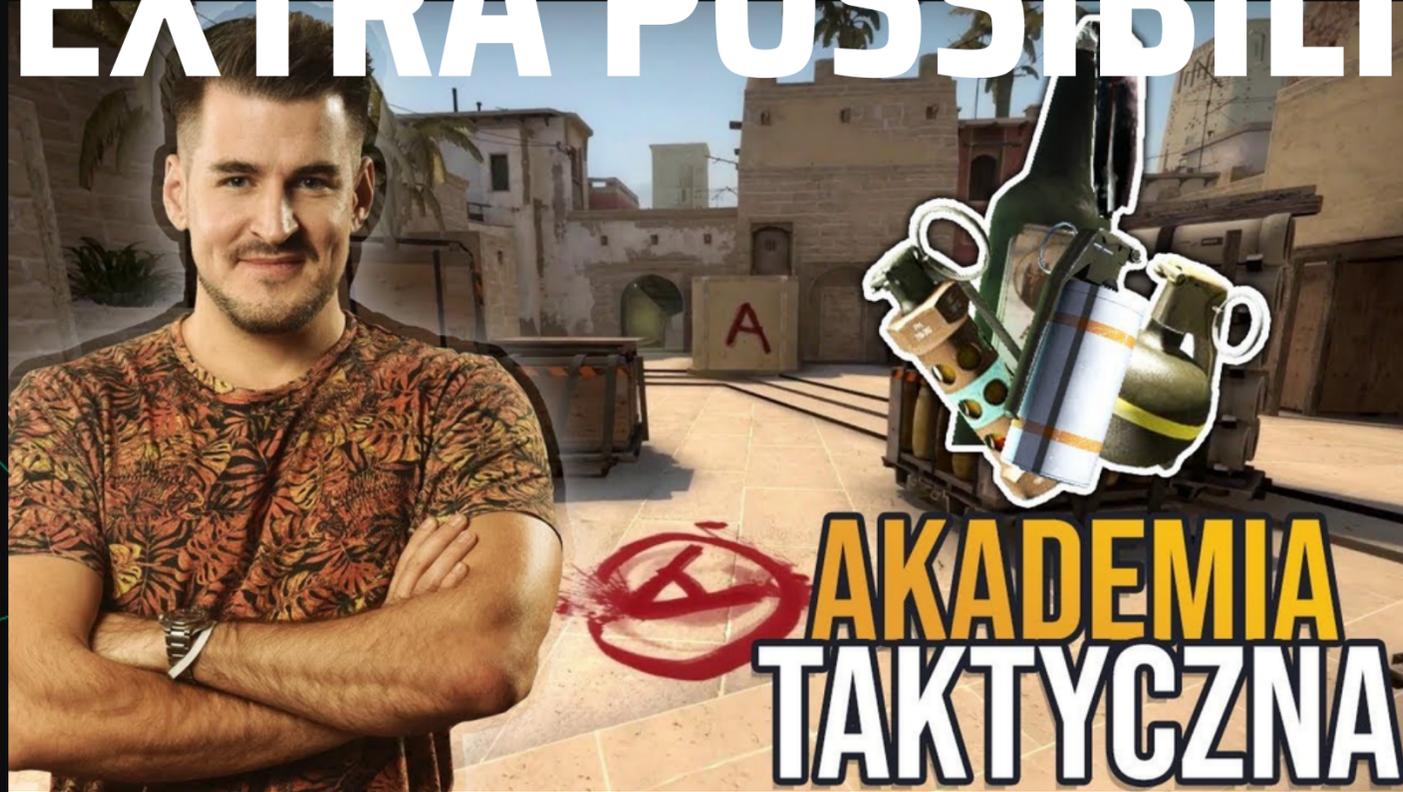
EXTRA POSSIBILITIES



Cafe Major or other dedicated video content - A Major tradition during Polish broadcasts we organized was the journalistic program, which was the Cafe Major series, dealing with esports topics during the biggest CS: GO celebration. This is another great option for unusual product placement. Organizing such a show in an international manner may be the next step forward.

A knowledge quiz about the Majors and our influencers with prizes is the most engaging activity for viewers during live broadcasts. The brand has the opportunity to become a dedicated partner of this activation when tens of thousands of viewers will take part in the fight for prizes.

EXTRA POSSIBILITIES



Tactical Tips and Tricks - video material that keeps the viewer's attention during breaks between matches, which allows us to keep the largest possible audience and engage viewers. In addition, every player dreams of being like professionals whose match he has just had the opportunity to watch - hence it is an educational material that helps to improve the quality of our viewers' gameplay



Shock moments - material summarizing the previous broadcast day with the best actions and reactions from casters and experts that have not been seen on the broadcast before. In addition, it is possible to expand this panel with heart rate monitors to convey emotions as much as possible.

LET'S TALK

KAMIL GÓRECKI
CEO

kamil.gorecki@fantasyexpo.pl

+48 791 390 111

JAN ZARZYCKI
KEY ACCOUNT MANAGER SPECIALIST

jan.zarzycki@fantasyexpo.pl

+48 690 994 944

