

MediaCom Sport & Entertainment partners with Gfinity to help grow their eSports platform

DIGITAL PARTNERSHIP SPORT

06 FEB 2017

eSports tournament organiser Gfinity has partnered with MediaCom Sport & Entertainment to facilitate its aim of elevating eSports to the next level of professionalism, raising awareness and additionally providing a platform for gamers and esports enthusiasts to hone and showcase their talent.

Having recently announced the launch of the Gfinity Elite Series, a new esports league, the ambition is to create the biggest and most competitive platform in the UK that supports players from amateur levels right through to the upper echelons of the elite. Once established, the series will be extended across other major eSports markets.

The partnership with MediaCom Sport & Entertainment will enable Gfinity to understand and leverage the brand and consumer insights to attract a broad spectrum of partners that the opportunity represents.

MediaCom Sport & Entertainment is a fully integrated partnerships division of MediaCom, advising clients including American Airlines, Sony, Allianz, Indeed, and Škoda.

Misha Sher, head of sport & entertainment, MediaCom said: “eSports is one of the fastest growing sports in the world, especially with the much sought-after millennial audience. Gfinity has been one of the early trend setters in the sport and with the creation of Elite and Challenger series, has the foundation to become the biggest competition in the world. As an agency that has always been at the forefront of trends and innovation, it’s a privilege for us to partner with Gfinity who we believe will be the world’s leading esports producer and operator.”

Neville Upton, chief executive of Gfinity, said: “Our ambition is to develop a world class esports competition that provides an unparalleled experience for competitors, partners, and fans. Partnering with MediaCom Sport & Entertainment from the start of the Elite Series will ensure that we create the most attractive and engaging environment for partners, many of whom are eager to get involved with the sport. Our colleagues at MediaCom work alongside some of the world’s biggest brands and have a unique understanding of how esports can offer an environment in which to engage with millions of their core consumers.”

This story was first published on Sport Industry Group 30 January 2017. Click [here](#) to view original article

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