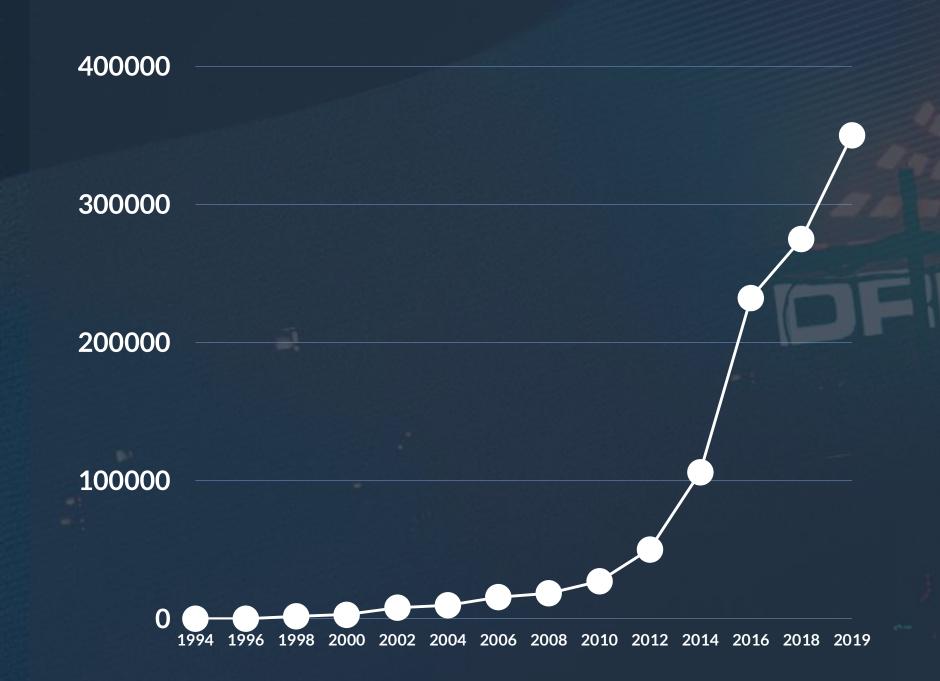


FROM 40 TO 350,000 VISITORS.

EVENT ATTENDANCE

The first Dreamhack LAN was hosted in Malung 1994 and welcomed 40 visitors,



2019 GLOBAL

In 2019, DreamHack will host 15 events in 8 countries on 4 continents.

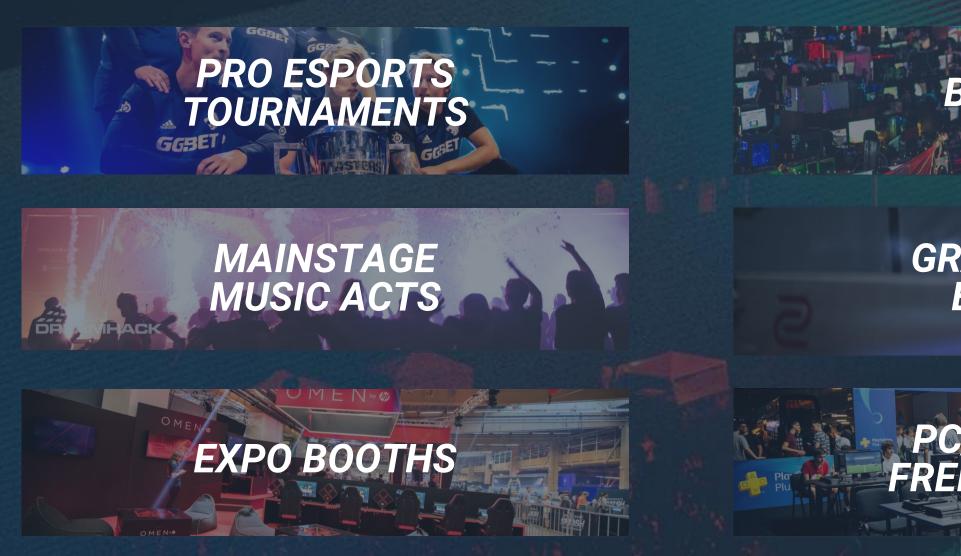


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DREAMHACK THE ULTIMATE GAMING LIFESTYLE FESTIVAL

EXPERIENCE



PARTICIPATION

COMMUNITY

FESTIVAL ACTIVITIES

BYOC LAN

GRASSROOTS MIC **ESPORTS**

PC/CONSOLE FREEPLAY AREA

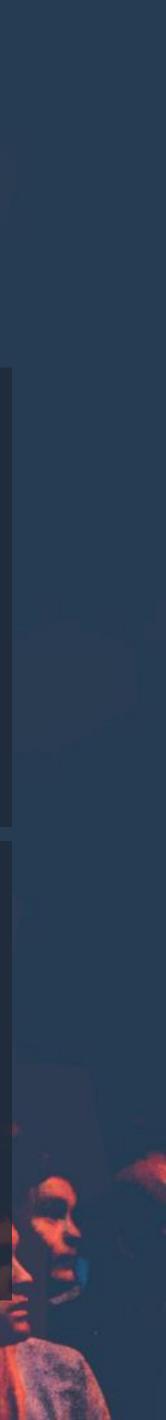
FAN ZONE & STREAM ZONE

COSPLA

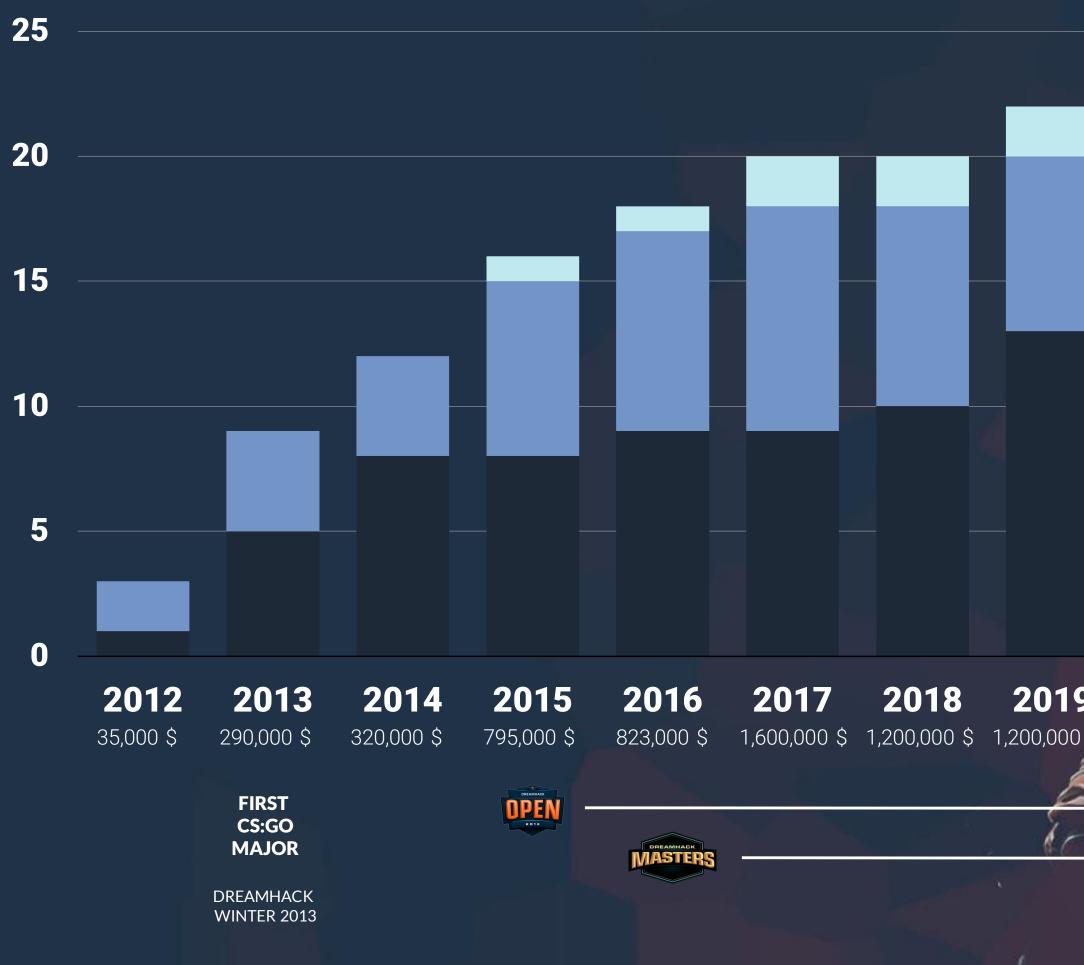


DREAMHACK CONNECTS PUBLISHERS WITH THE GRASSROOTS





DREAMHACK CONNECTS GAMING AND COMPETITIVE ESPORTS EXAMPLE; OUR **CS:GO** PROPERTIES



MASTER PROPERTIES (PRO)

I.e. Corsair DreamHack Masters. Held in big venues and hosts a large audience.

CHALLENGER PRIOPERTIES (SEMI-PRO)

I.e. DreamHack Open. Features grassroots teams and up and coming talents.

= OPEN PROPERTIES (AMATEUR)

Featuring amateur players and local teams

2019



ESPORTS PROPERTIES



COUNTERSTRIKE: GLOBAL OFFENSIVE DREAMHACK MASTERS

A standalone event, occurring twice a year with 16 teams competing for a prize pool of \$250 000 per event.



ROCKET LEAGUE DREAMHACK PRO CIRCUIT

Pro Circuit is the latest addition to our esports offering and has been well received by the audience. Pro Circuit will be hosted at 4 events with a circuit structure and \$100 000 prize pool per event.



MIXED TITLES

DREAMHACK MOBILE SERIES

Mobile Series is one of our newest properties, featuring mobile games Brawl Starts and Clash Royale and a \$20 000 prize pool per event.



MIXED TITLES NORDIC CHAMPIONSHIP

Nordic Championship is a regional competition in the Nordics featuring CS:GO and LoL. Two seasons per year with \$40 000 per season and open qualifiers.

DREAMHACK OPEN R D 1 8

COUNTERSTRIKE: GLOBAL OFFENSIVE DREAMHACK OPEN

A circuit structured tournament featuring 8 teams per seven live events. Prize pool consisting of \$100 000 per event.



DOTA 2 DREAMLEAGUE

A Dota 2 league with two seasons per year and a \$250 000 seasonal prize pool. DreamLeague is sanctioned by Valve and 10th season of DreamLeague, in March, will be a Major tournament.



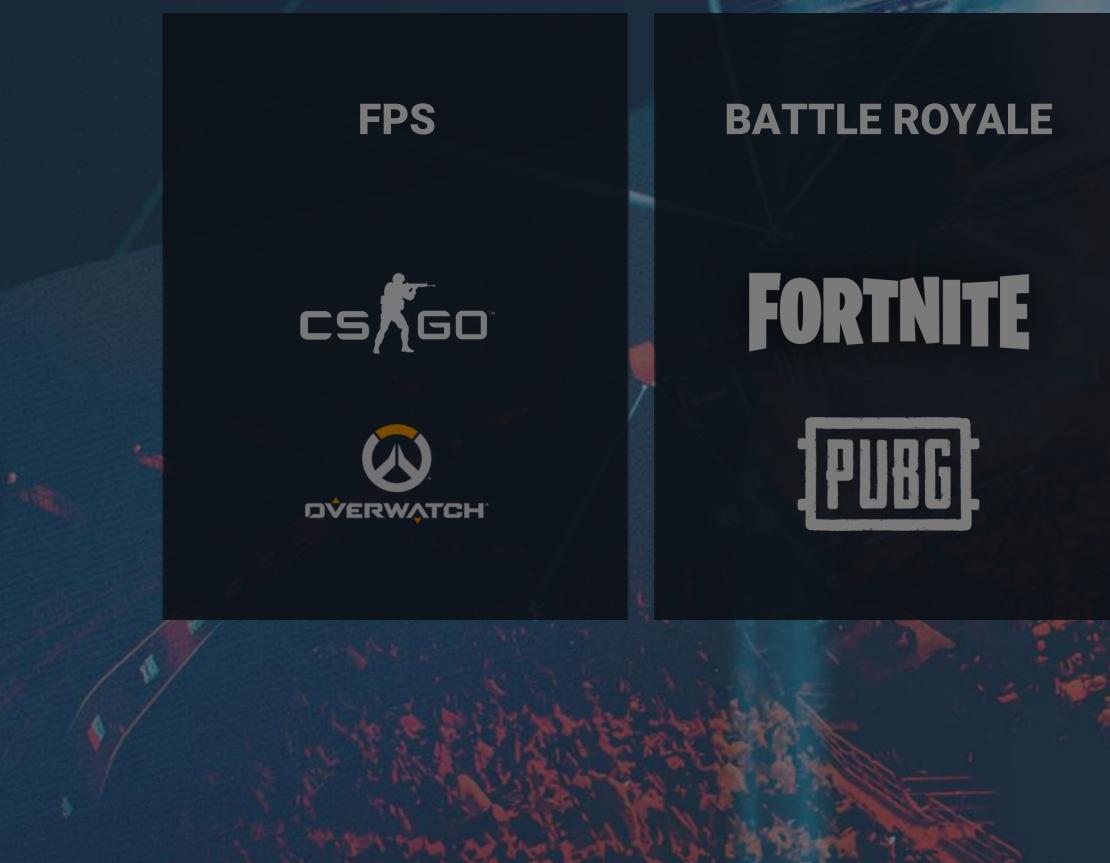
MIXED TITLES

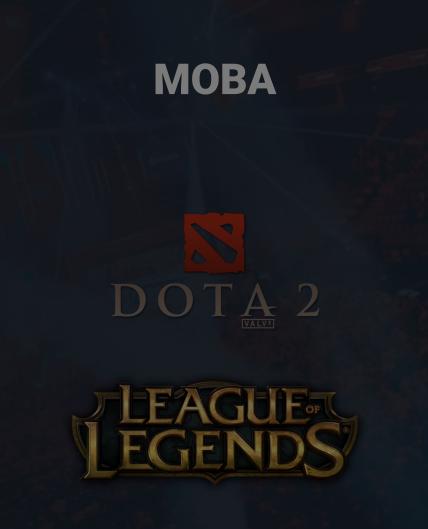
FIGHTING GAMES CHAMPIONSHIP

FGC is hosted at five events and is a circuit structured "open participation" event. The prize pool is \$20,000 per event.



EXPLORING NEW ESPORTS GENRES





SPORTS







ESPORTS AS A MEDIA PRODUCT

CHARACTERISTICS FOR THE MOST SUCCESSFUL MEDIA PRODUCTS IN TRADITIONAL SPORTS



Football is the greatest sport on the planet, with some of the strongest brands and biggest stars, and with the biggest following of all sports.

In cooperation with local football leagues we create competitive eLeagues, which are executed as powerful media products.

SEASONALITY

NARRATIVE

BO:

CORS

QUALITY



A O-O O

SUPERED BY DREAMHACK



TOURNAMENT STRUCTURE

1 Season + 7 Weeks + 16 Match Days

Regular Season: Round Robin + 15 Rounds + 120 Games

WEEK 45	WEEK 46	WEEK 47	WEEK 48	WEEK 49	WEEK 50
MONDAY TUESDAY	MONDAY TUESDAY	MONDAY TUESDAY	MONDAY TUESDAY	MONDAY TUESDAY	MONDAY TUESDAY WEDNES.
 C - II Rd. 2 S - II S - III S - II	Rd. 3 Rd. 4	Rd. 5 Rd. 6	Rd. 7 Rd. 8	Rd. 9 Rd. 10	Rd. 11 Rd. 12 Rd. 14 Rd. 13 Rd. 15

Playoffs: Top 8 teams + Single-elemination + 7 Games

VEEK 51, MONDAY	
Quarter	
Semi	
Final	

50.000 EUR PRIZE POOL



TV ELEMENTS

✦ Club profiles

Match tactics

- ✦ FIFA tutorials
- Players portraits
- ◆ Pre- and Post-Analysis ◆ User activation



LOOK & FEEL

✦ Real live high paced sports with studio audience ✦ Extention of existing club culture / rivalry + Authentic & trustworthy show feeling that resonates very well with savvy target audience



BROADCAST

Media partner: Discovery Networks Denmark

Dplay

Game 2 Game 4

Game 6 Game 8

	A-STREAM
Ĩ	9 Dplay
17.00	Pre show
17.15	Game 1
18.15	Game 3
9.30	Game 5
20.45	Game 7
22.00	Off air

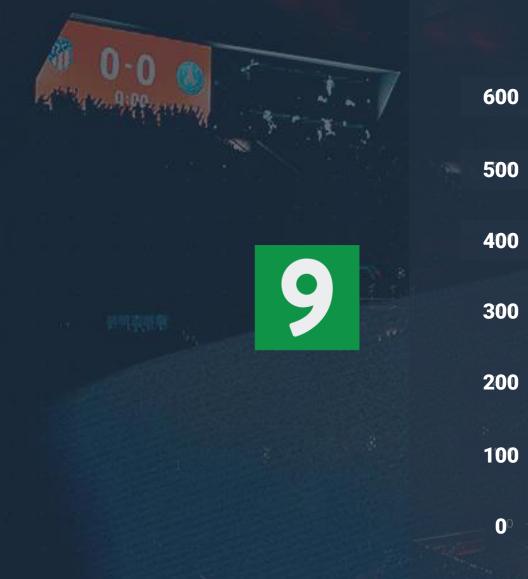
155 hours per season OTT: Linear: 80 hours per season

Digital/ SoMe: 150+ clips per week





GREAT VIEWERSHIP SUCCESS







68.000 unique viewers.

480.000 content starts (2.5 x budget).

450000

400000

114.000 hours watched.

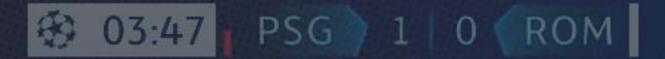
bhi a

Reach compared with

traditional Superliga

TT





SCALABLE ACROSS GEOGRAPHIES AND GAMES



Season 2 started 25/2 - deal for another 4 seasons is agreed.



Season 1 started 1/3.



Advanced discussions with a number of other leagues and organizers in Europe, MENA, North & South America. Fly Emirates



VALUE DRIVERS



FURTHER EXPANSION OF FESTIVALS, SECURING A GLOBAL FOOTPRINT.



DELIVERING ARENAS FOR CASUAL AND COMPETITIVE GAMERS.



CONNECTING PUBLISHERS WITH THE GRASSROOTS.



IDEAL POSITION TO SCOUT FOR THE ESPORTS TITLES OF TOMORROW.



LAUNCH SPORTS GAME-LEAGUES ACROSS TERRITORIES AND GAMES.

