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Press release

Offers for professionals and consumers

ISPO moves eSports further into focus

- ISPO Open Innovation Community contributes to shaping the future of eSports
- Online webinars for sports professionals and gamers
- ISPO being the exclusive German Broadcaster of the Rocket League Championship Series

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eSports has developed from a niche existence to a mass phenomenon that is followed by millions of people via livestream or in sold-out stadiums.

ISPO has recognized the potential of digital sports for the sports and outdoor industry and is committed to actively shaping and advancing this area. Under the umbrella of ISPO Digitize, the engagement in the field of eSports is constantly being expanded - and the community is actively involved.

Since 2018 ISPO is dedicated to the topic eSports. Over the past two years, the segment has established itself - with its own focal points and formats. Thus, ISPO not only meets the digital change, but also opens to new target groups. Christoph Rapp, International Sales & Retail Manager at ISPO and responsible for ISPO Digitize says: "Being a platform for the entire sports and outdoor industry, we also play a connecting role - between traditional and newer, digitally influenced disciplines. We open new perspectives and give the community a voice".

ISPO Open Innovation project: Future of eSports

ISPO is asking the community members of the ISPO Open Innovation Platform about the future of eSports. The results of the [survey](#) are then analyzed and made available to the sports industry. Furthermore, they will be considered in the further planning of ISPO's eSports-specific measures and formats. Planned measures include the expansion of the existing streaming offer and the implementation of new events based on feedback from the scene.

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The project will run until April 20th. All participants will be entered into a raffle for high-quality prizes from the partners Tentelian, Ority and Sphery.

ISPO Academy: Online training and coaching

For further education in the field of eSports, ISPO now provides all relevant lectures from the past ISPO Munich within the [ISPO Academy Webinars](#). Twenty coaching webinars for amateurs and semi-professional eSports enthusiasts will be following at the same place from April 10th. The tutorials in the games Rocket League and FIFA20 are held in cooperation with the platform SUPRSKILL. Well-known professionals from the scene act as coaches.

Live Broadcast of the Rocket League

For the second year in a row ISPO is the exclusive German broadcaster for the Rocket League Championship Series and shows the highest level of the Rocket League via [Twitch](#). During the broadcasts, viewers are accompanied by the commentator team of the eSports Talent Agency 'Team FireWall'. Last year, the agency provided all Rocket League eSports commentators and presenters for the programs of ISPO.

For the implementation of all eSports services ISPO receives support from the 'Force of Disruption GmbH'. The eSports agency, based in Munich, is responsible for both strategic consulting and implementation of eSports in the ISPO network.

About ISPO Digitize

With the ISPO Digitize format, ISPO extends its digital strategy into the offline world and supports sports retailers and the sporting goods industry on their way to a digital, competitive future. The ISPO Digitize Summit is the digital conference for the sports industry that takes place annually at the ICM – International Congress Center München. In addition, the ISPO Digitize format is integrated into existing platforms and trade fairs such as ISPO Munich, ISPO Beijing and ISPO Shanghai. At ispo.com, interested persons receive up-to-date information and insights daily

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About ISPO

ISPO is the world's leading sports network for business professionals and consumer experts. The platform was launched in 1970 and brings together an integrated range of industry-related analog and digital services under the ISPO family brand name. This includes the world's largest multisegment trade fairs ISPO Munich, ISPO Beijing and ISPO Shanghai as well as OutDoor by ISPO, the online news portal ISPO.com, and the business solutions ISPO Digitize, ISPO Brandnew, ISPO Open Innovation, ISPO Award, ISPO Academy, ISPO Textrends, ISPO Job Market and ISPO Shop. With its far-reaching mix of innovation promotion, industry networking, know-how and editorial insights, ISPO works 365 days a year to support companies and sports enthusiasts, and to foster passion for sport worldwide.

Messe München

Messe München is one of the leading exhibition organizers worldwide with more than 50 of its own trade shows for capital goods, consumer goods and new technologies. Every year, a total of over 50,000 exhibitors and around three million visitors take part in more than 200 events at the exhibition center in Munich, at the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München as well as abroad. Together with its subsidiary companies, Messe München organizes trade shows in China, India, Brazil, Russia, Turkey, South Africa, Nigeria, Vietnam and Iran. With a network of associated companies in Europe, Asia, Africa and South America as well as around 70 representations abroad for over 100 countries, Messe München has a global presence.