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Press release

eSports to become part of the ISPO network ISPO with eSports on the digital pulse of the time

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By adding eSports as a new element to the ISPO network, ISPO continues to drive the global evolution of sports. For representatives of the sports business, including sporting goods retailers, brands, manufacturers and associations, the ISPO network is now the perfect place to find out about trends, developments and the potential of eSports and to learn more all year round on ISPO.com. ISPO Digitize will also focus on the topic during ISPO Munich 2019 (February 3–6). Exhibitors and visitors will have the opportunity in Hall C6 to experience eSports in person and learn about more about it in workshops.

“eSports has become an integral part in the sporting world and society – a clear signal for ISPO to address digital sports in our network,” says Tobias Gröber, Executive Director Business Unit Consumer Goods at Messe München and Director ISPO Group. Enthusiasm for eSports has grown rapidly in recent years: [365 million people around the world](#) follow eSports events – and the number is expected to grow. There are three million active players in Germany alone. Thousands of people attend games in person, and millions watch worldwide. By 2020, eSports sales are expected to hit [1.3 billion Euro around the world](#). The German government included eSports in its coalition agreement and has applied the country’s club and association laws to them.

ISPO assists sports business professionals in this new market

As a pathfinder, ISPO is committed to the goal of supporting its customers enter the eSports market. As a result, sports business representatives gain access to a young target group (16- to 25-year-olds) that they cannot reach through traditional marketing and communications channels. The reach is enormous thanks to transmissions by streaming services. eAthletes are usually world famous and sporty. They also generally have a huge global fan community. Retailers of sporting goods can use live events at the point of sale (POS) as a modern, digital instrument to attract the young generation into stores and further emotionalize the shopping experience.

Both the online and offline services of the ISPO network enable sport business

professionals to gain new expertise 365 days a year and to find their own place in this innovative topic. The [ISPO Academy](#) already offers advanced training programs in the form of workshops, seminars and conferences. eSports will also be integrated into other [ISPO Business Solutions](#) and supported with editorial content on [ISPO.com](#).

eSports to touch at ISPO Munich 2019

Information and knowledge transfer will be offered by [ISPO Digitize](#) in Hall C6 during ISPO Munich. At workshops, experts will offer an initial, general introduction to the topic and highlight the potential for the sporting goods industry. An eSports arena will be set up here as well where live games will be played, including some friendly contests between the Bayern Ballers Gaming, the eSports team of FC Bayern Basketball, and the community. “eSports is an internationally trending topic with rapid growth – thus our official eSports team is really looking forward to the big stage. The objective of our Bayern Ballers Gaming is clear: right before the start of their second season, they want to showcase to the ISPO Munich visitors how spectacular the game can be on a virtual basketball court as well”, says Adrian Sarmiento, Chief Business Officer of FC Bayern Basketball.

At the same time that ISPO Munich is being held, [ISPO Munich Sports Week](#) will also focus on eSports. During the trade fair, the sports week will offer a multifaceted program for end consumers together with sporting goods retailers in Munich. For example, at Globetrotter, eSports events will be held from February 2–6, 2019, and include live broadcasts to the trade fair halls and on [ISPO.com](#). Visitors, exhibitors and eSports novices will thus have the opportunity to get an initial feel for the popular sport.

In a [video statement, Tobias Gröber](#), Executive Director Business Unit Consumer Goods at Messe München and Director ISPO Group, explains the reasons and the goals behind ISPO’s interest in eSports.

Further information are [online](#) available.

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.