ESPORTS101 / MEDIA KIT

PIONEERING ESPORTS THROUGH CONVERSATIONS WITH THE INDUSTRY'S LEADING DECISION-MAKERS

ABOUT ESPORTS101

Esports101 is a global media outlet specialized in the esports and gaming market, connecting its audience to the industry's top executives, leaders and decision-makers through interviews, content and experiences aimed at professionalizing the sector.

Business

Focused on business, strategy and professionalization: we bring analyses, case studies and interviews that help brands, investors and professionals understand the esports and gaming ecosystem with depth and relevance.

Media differential

Direct access to global executives and decision-makers in the sector, B2B language and an engaged community of professionals seeking relevant content to accelerate careers and businesses in esports.

BIG NUMBERS

Last 90 days

115k
Views

3k
Followers

5k
Interactions

INTERVIEW ARCHIVE

24
Countries reached

112
Interviews conducted

WHO HAS BEEN ON ESPORTS101

OUR CONTENT FORMATS

- Interviews
- Podcasts
- Short videos
- Event coverage
- Special branded content
- Blog

BRAND OPPORTUNITIES

Sponsored Interview	Branded Content	Frame naming rights	Event coverage
Social Media Content	Product Placement	Content with brand executives	Employer Branding

CASES / PREVIOUS PARTNERSHIPS

Sports Institute
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Gen.G
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VCT Americas
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