



CASE STUDY  
GAMERS\_X

PART 1

# CASE STUDY PGL MAJOR 2021 IN NUMBERS

# MAJOR 2021



101K

PEAK  
AUDIENCE



THE MOST SUCCESSFUL  
CS:GO TOURNAMENT OF ALL TIME

1.2M

UNIQUE VIEWERS



31M

TOTAL  
VIEWS/REACH

21K

AV.VIEWERS



331

MEDIA  
PUBLICATIONS



179

HOURS OF  
COVERAGE

13

BROADCAST  
DAYS



2.1M

HOURS  
WATCHED

# 2021 SUM UP





# CREATIVE CONTENT



PART 2

# PGL MAJOR 2022 OFFER



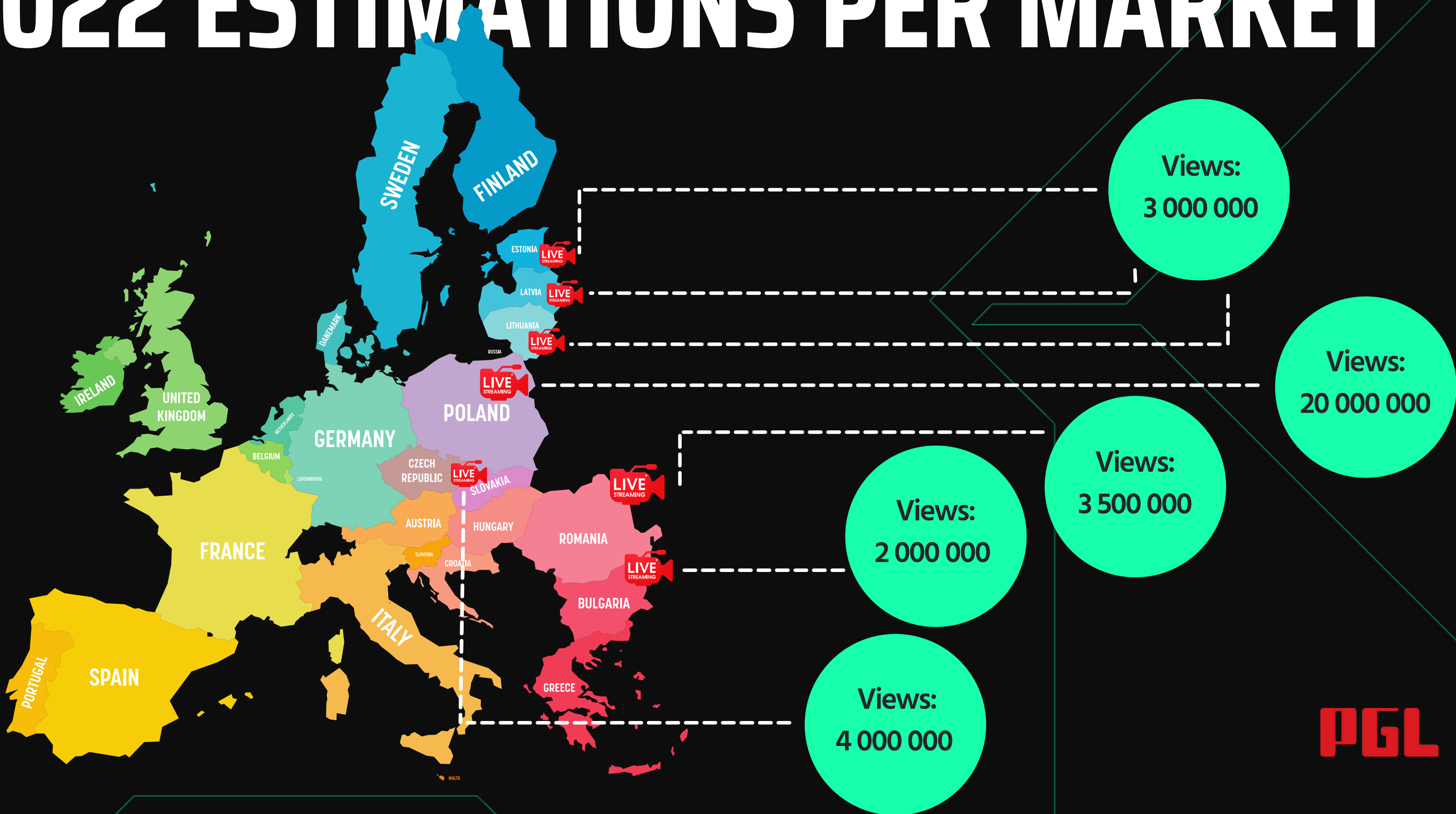


REGIONAL AND LOCAL COOPERATION PROPOSAL  
DURING THE  
CS:GO WORLD CHAMPIONSHIP  
OVER 300H HIGH OCTANE LIVE CONTENT

GAMERS\_X IS THE EXCLUSIVE OFFICIAL HOLDER OF  
BROADCAST RIGHTS IN THE MARKETS MENTIONED

# 2022 ESTIMATIONS PER MARKET

Gam3rs\_X — Fantasyexpo





# POSSIBLE BENEFITS PER MARKET

## BROADCAST

- ADVERTISING 30" DURING BROADCAST
- INGAME LOGO
- VOICE OVER DURING BROADCAST
- CHAT COMMAND - POSSIBILITY OF SENDING TO WWW - LEADS
- CLICKABLE BANNER UNDER THE STREAM
- DEDICATED ENGAGEMENT FORMATS

FROM 10 000€ TO 90 000€

## PR+MEDIA+INFLU

- SPONSOR BILLBOARD
- LOGOTYPE IN PROMOTIONAL MATERIALS AND POSTS ON SOCIAL MEDIA
- LOGOTYPE IN MATERIALS FOR SELECTED OR ALL OFFERED MARKETS

FROM 5 000€ TO 25 000€

## MIX

- PERFORMANCE ACTIVITY
- BRAND AWARENESS
- TAILOR MADE ACTIVITY
- BRANDED CONTENT
- + ALL POSSIBLE BENEFITS AROUND ADDITIONAL SHOW

INDIVIDUAL OFFERS

EFFECTS - INDIVIDUALLY PER MARKET

PGL



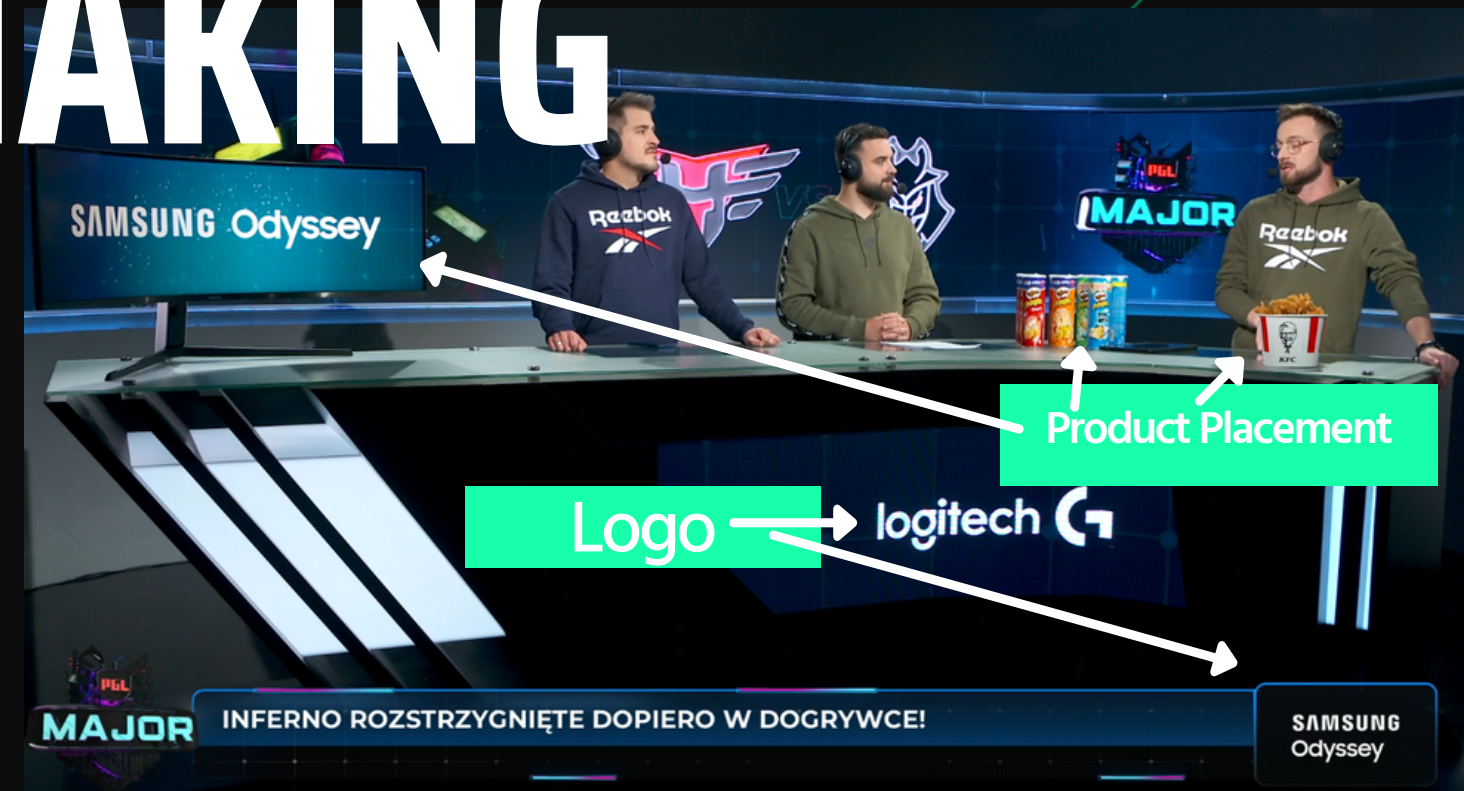
PART 3

# BRAND EXPOSURE EXAMPLES

What exposure opportunities are there for your brand?

# POSSIBILITY OF MAKING BRAND SAFETY

Brands that cannot appear at CS: GO due to the brand safety policy will also find something for themselves



A wide range of possibilities, apart from in-game visibility, include: studio or scenes with casters, banner under the stream, spots during breaks, stream chat, product placements, voice over or mentions in PR communication or in dedicated video formats





# INGAME VISIBILITY AND CHAT COMMAND

ENTROPIO

1

1:33

3

BIG

100

NICKELBACK

K4 A1 D4

\$2100

100

KRAD

K1 A1 D3

\$2700

100

LACKI

K3 A1 D4

\$2050

100

ELIAN

K3 A2 D4

\$2200

100

FORESTER

K2 A0 D3

\$2000

100

ELIAN

K3 A2 D4

\$2200

logitech

FORTUNA

100

TIZIAN

K0 A0 D3

\$50

31

SYRSON

K7 A0 D2

\$1250

100

TABSEN

K0 A1 D3

\$1700

100

KITO

K4 A0 D3

\$50

100

GADE

K7 A1 D2

\$0

StreamElements: Sprawdź harmonogram i wyniki → <https://bit.ly/tabela-major>

Vertuii: kto wygrał

Howard2312: kaserato

Conquenaar1: kserato

mlodypierzioch: !song

eckooooo: @inet\_saju kejsorato xd

mazejandro: botbit

marcelo\_\_bielsa: @inet\_saju casemiro

Frycu\_PL:

ADAMEEQ: @inet\_saju Kaseta to xd

Winw: siema dopiero z roboty wróciłem więc nie wiem, ale Navi gra next czy już grali?

kondzidek: siemanko

mrufu1998: co jak co ale Furia bandyci jeżeli chodzi o jechankę

wild\_fox\_girl: @vertuii pierwszy mecz

j0zefke: ksero

PL: @inet\_saju

StreamElements: Samsung Odyssey łączy futurystyczny design i technologię, aby zapewnić niespotykane dotąd wrażenia. Dzięki kontrastowym elementom i minimalistycznej estetyce prezentuje swoją zwycięską moc. Dowiedz się więcej: <https://bit.ly/SamsungOdysseyPL>

elokamil: @marcelo\_\_bielsa zesrales sie

inet\_saju: Czaty jak jest poprawnie kserato czy kaserato?

killero\_tv: ooooooooooooooooooooooooooooo

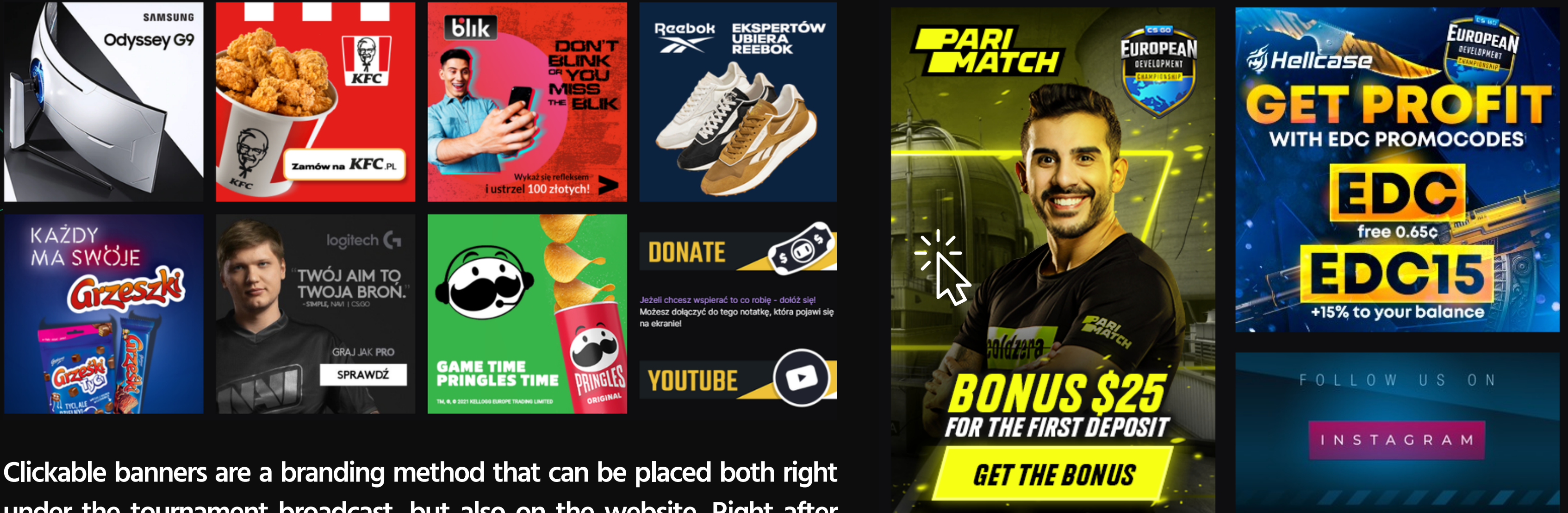


# L-SCREEN - EXAMPLE

The image shows a first-person view from a Counter-Strike: Global Offensive match. The player is in a stone-walled courtyard. A large, blue and red Grzeszki Tygcy candy bar wrapper is overlaid on the left side of the screen. At the bottom, a blue banner contains the text "KAŻDY MA SWOJE" in white and red, followed by the Grzeszki logo. A scoreboard is visible at the bottom center, listing players: NIKO, HUNTER, NEXA, AMANEK, and JACKZ. On the right, another scoreboard lists: TESES, CADIAN, STAVN, REFREZH, and SJUUSH. The top of the screen shows the match timer (0:51), round (1), and the word "HEROIC".



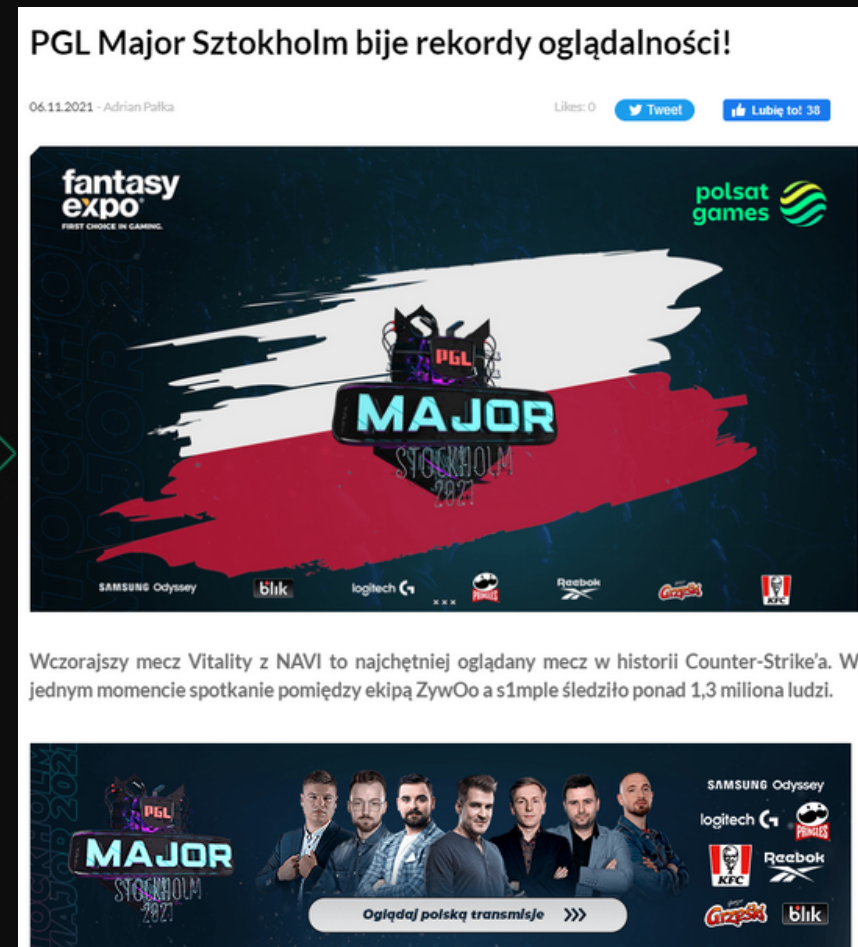
# CLICKABLE BANNERS



Clickable banners are a branding method that can be placed both right under the tournament broadcast, but also on the website. Right after clicking, the viewer is taken to the product or brand page.



# COMMUNICATION & PR



Media patronage in esports media. Thanks to them, press releases will have mentions of the partnership on a given broadcast.



The location of our broadcast on the world's largest platform, with the results of the official CS: GO tournaments, as the only Polish broadcast from the tournament



Broadcast communication with local streamers, casters and influencers with mentions of the partnership



# EXTRA POSSIBILITIES



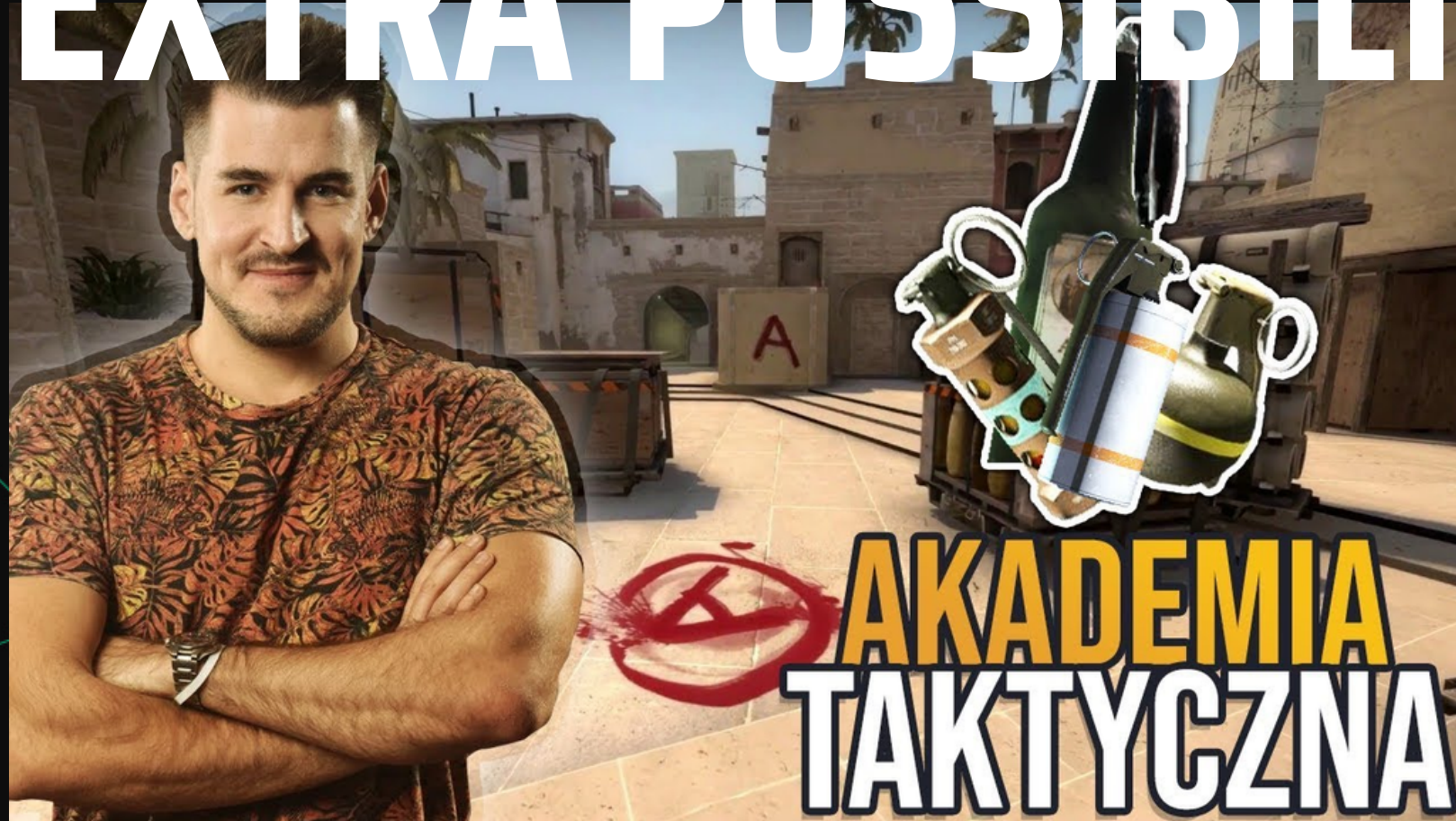
Cafe Major or other dedicated video content - A Major tradition during Polish broadcasts we organized was the journalistic program, which was the Cafe Major series, dealing with esports topics during the biggest CS: GO celebration. This is another great option for unusual product placement. Organizing such a show in an international manner may be the next step forward.



A knowledge quiz about the Majors and our influencers with prizes is the most engaging activity for viewers during live broadcasts. The brand has the opportunity to become a dedicated partner of this activation when tens of thousands of viewers will take part in the fight for prizes.



# EXTRA POSSIBILITIES



Tactical Tips and Tricks - video material that keeps the viewer's attention during breaks between matches, which allows us to keep the largest possible audience and engage viewers. In addition, every player dreams of being like professionals whose match he has just had the opportunity to watch - hence it is an educational material that helps to improve the quality of our viewers' gameplay



Shock moments - material summarizing the previous broadcast day with the best actions and reactions from casters and experts that have not been seen on the broadcast before. In addition, it is possible to expand this panel with heart rate monitors to convey emotions as much as possible.



# LET'S TALK

KAMIL GÓRECKI  
CEO

kamil.gorecki@fantasyexpo.pl  
+48 791 390 111

JAN ZARZYCKI  
KEY ACCOUNT MANAGER SPECIALIST

jan.zarzycki@fantasyexpo.pl  
+48 690 994 944

