

2020



PROMOD
ESPORTS



“Promod Esports is a specialist esports solutions agency; we aim to create the best connections between IP owners and their customers.” Rob Black, CEO.



INTRODUCTION



WHO WE ARE

A FULL SERVICE ESPORTS AGENCY

Promod Esports was founded in 2019 by a group of passionate esports industry veterans who want to use their knowledge and expertise to create authentic B2C connections for IP owners.

As an esports and gaming solutions agency we use our experience & knowledge to advise and consult on esports strategies for clients; creating, organising and managing end-to-end tournaments, events & broadcasts.

Our holistic approach enables us to have a broad impact for our clients, ranging from creating meaningful experiences for customers to adding value for shareholders.



ROB BLACK

CEO & Founder

Rob has lived & breathed esports since 2003, originally as a player of CoD on PC and then moving into tournament organisation & team management with CoD4's release in 2007, during which time Rob founded what would become the de facto mod for competitive CoD4 on PC, Promod. More recently Rob was a key member of the leadership team at ESL UK as their COO.

Rob loves the competitive nature of esports and the narratives that it creates. He finds time to game when he can and recently might have been seen missing headshots in servers for Valorant, Diabotical, Overwatch & PUBG.



FILIBE BORGES

Project Manager

Filipe brings a wealth of commercial experience to the team having long been part of the Portuguese esports scene, from competing as a player and coach to helping build the national championships. Filipe has worked closely with a variety of brands and festivals. Other than playing League of Legends Fil is often getting lost questing in World of Warcraft or miss using his abilities in Valorant.



WILL GASK

Project Manager

Will has project managed multiple esports Pro Leagues across a variety of titles, including Mortal Kombat, Halo and CS:GO, alongside the FIFA Continental Cup Finals at Paris Games Week and the Clash Royale World Finals at the CopperBox Arena. Will loves Metal Gear Solid and has spent a lot of time trying to get Port Vale to win the Premier League in Football Manager.



RICH BROWN

Project Manager

Rich has been running the UK's longest standing National championships for CSGO, Rainbow 6 Siege & Dota for the last 18 months. He loves to solve problems and is always looking for ways to progress himself and the business. When he's not problem solving for us he's probably learning new smokes and flashbangs in CSGO.



ALEX BENSON

League Operations Manager

Alex has been working in League Operations for the past 2 years, from Grassroots UK tournaments to international stadium events. Outside of work, he likes to pretend he can play real instruments on Rock Band and Guitar Hero.



GEORGE PATCHETT

Deputy Production Manager

Having begun his career as an Audio Engineer George has worked on some of the biggest esports productions in the world. George is now bringing his excellent ability to get things pitch perfect to our wider broadcast tech workflow. If he's not turning it up to 11 he can be found playing Rocket League.



BE EXCEPTIONAL

We always aim to be exceptional in every thing that we do; We strive to excel in all areas that we work in, taking care to provide the best results to all problems that we encounter, internal and external, in order to deliver exceptional results.

BE ACCOUNTABLE

We take accountability in all areas of our work; being accountable for our interactions and work enables us to confront mistakes, improve upon failure and to keep processes refined allowing us to be reliable for our colleagues and clients.



BE PROGRESSIVE

We are progressive in the way that we think, treat each other and operate as a business; We operate at the forefront of a cutting edge industry, to not progress forward is to fail.

BE KIND

We aim to be kind in everything we do as a business; to be kind and encouraging to each other internally means we're able to support and aid our external partners more effectively.



SERVICES

WHAT WE DO



Project Management

We have a world class Project management team that has worked on some of the **largest esports events in the world** to date.



Broadcast & Production

Our production team have been at the **cutting edge of live esports broadcast** for the last 5 years, having worked on large scale events & with the traditional broadcast industry.



Tournaments & Events

We have experience in running tournaments and events in over **24 different esports titles**, we know the best way to tailor approaches to different communities.



Consultancy

Our team has a **diverse & extensive background** from within esports allowing us to provide a wide range of consultancy services to unlock new audiences and business opportunities.



PROJECT PLANNING

We work with you from project initiation through execution and wrap-up. Our approach is always bespoke allowing us to scale from required involvement up to turnkey solution.



VALUE & GOALS TRANSLATION

We strive to align value for all stakeholder groups, working with you to clearly define aims and ensure they're translatable into the wider vision in order to drive tangible authentic results.



BUDGETING & PROCUREMENT

Our team has extensive experience of working with a broad range of stakeholders within different environments and to a multitude of goals, ensuring we budget and assess our responsibilities under careful procurement management practices for consistent results.



ADAPTIVE METHODOLOGIES

We are highly adaptive and reactive to project needs and environments, understanding that every project is different. Our flexible approach allows for a mixture of several methodologies across waterfall, agile and lean project management.



FEEDBACK & PROGRESSION

We aim to be accountable in everything we do; feedback & post mortem processes are an incredibly important area for us to ensure we continue to improve, identify successes & enable you to know what does & doesn't work.



TOURNAMENT MANAGEMENT

We diligently plan, organise and deliver world-class quality tournaments, from a local grassroots level to international, professional competition.



LEAGUE/TOURNAMENT FORMAT

We create league and tournament formats to meet organisational and competitive requirements, using our first hand experience to identify the best format to create meaningful engagement.



REFEREEING & ENFORCEMENT

Our extensive experience in esports tournaments and events allows for comprehensive creation of tournament rulebooks. We use objective refereeing to maintain competitive integrity and the enforcement of rules throughout the competition.



TALENT & PLAYER MANAGEMENT

We offer a comprehensive talent & player management solution, ensuring VIPs are guided through the tournament process. Our dedicated VIP Managers will ensure that everything from T&A to scheduling and media obligations are covered, leaving the VIPs to concentrate on what matters.



GDPR COMPLIANT

We ensure all collection and handling of player or participant data is managed correctly and is GDPR compliant at all times.



BROADCAST SOLUTIONS

We deliver a range of flexible broadcast solutions for various environments and situations. Ranging from large-scale live events to completely remote shows or use of a flyaway kit.



SHOW FORMAT IDEATION

Our experience in broadcast and production allows us to translate client goals and requirements into engaging show formats in order to create authentic connections to target audiences.



BROADCAST INNOVATION

Esports broadcast was born of innovation & the industry still requires a highly versatile approach. We continuously develop and deliver high quality production value through our drive to be progressive.



EQUIPMENT AND STAFFING PROCUREMENT

We procure and manage equipment & staff to meet any project's requirements. From individual equipment sourcing or an individual operator all the way up to a fully serviced production solution.



RUN OF SHOW CREATION

We work directly with you to plan broadcasts, and the many moving parts involved, with the creation of a run of show. Every camera shot, graphic push and music clip is planned to ensure the delivery of a polished product.



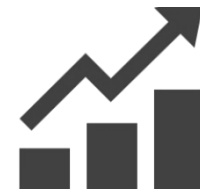
STREAM ENGINEERING AND NETWORKING

With the capability to provide a combination of online and linear solutions, our stream engineers ensure content always reaches its destination. A robust network is a must for any esports event, and our network engineers can provide a strong backbone to support any broadcast or tournament.



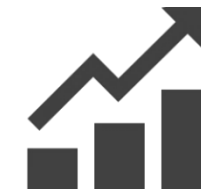
LONG TERM STRATEGIC PARTNER

We partner with brands and IP owners to develop and deliver long term strategies for esports that enable the best connections between them and their target customers.



ESPORTS SERVICES

We help introduce IP owners to esports, leveraging our experience in the industry to identify areas of growth and reach new audiences, translating goals and opportunities into authentic value.



BROADCAST & PRODUCTION

We use our direct experience and expertise to advise and consult our partners on the broadcast & production requirements needed in achieving goals and KPIs.



TOURNAMENT OPERATIONS

We have a player-centric approach to tournament consultancy, helping to build our partners vision and supporting it with tried & tested competitive formats.



PROJECT IDEATION & PLANNING

Our experience allows us to comprehensively advise our partners in initiating and planning projects, maintaining partnership involvement every step of the way; from a rough idea to a fully scalable plan.



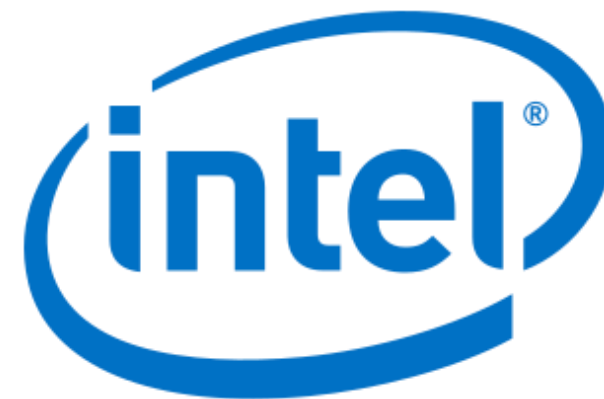
EXPERIENCE



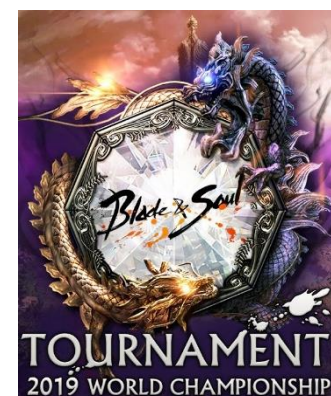
PRODUCTS & BRANDS THE TEAM HAVE WORKED WITH IN THE PAST

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SONY





THE GAMES WE'VE GOT DIRECT EXPERIENCE WORKING ON

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FORTNITE



ROCKET
LEAGUE



ARENA OF
VALOR

HALO



VAIN
GLORY





CASE STUDIES

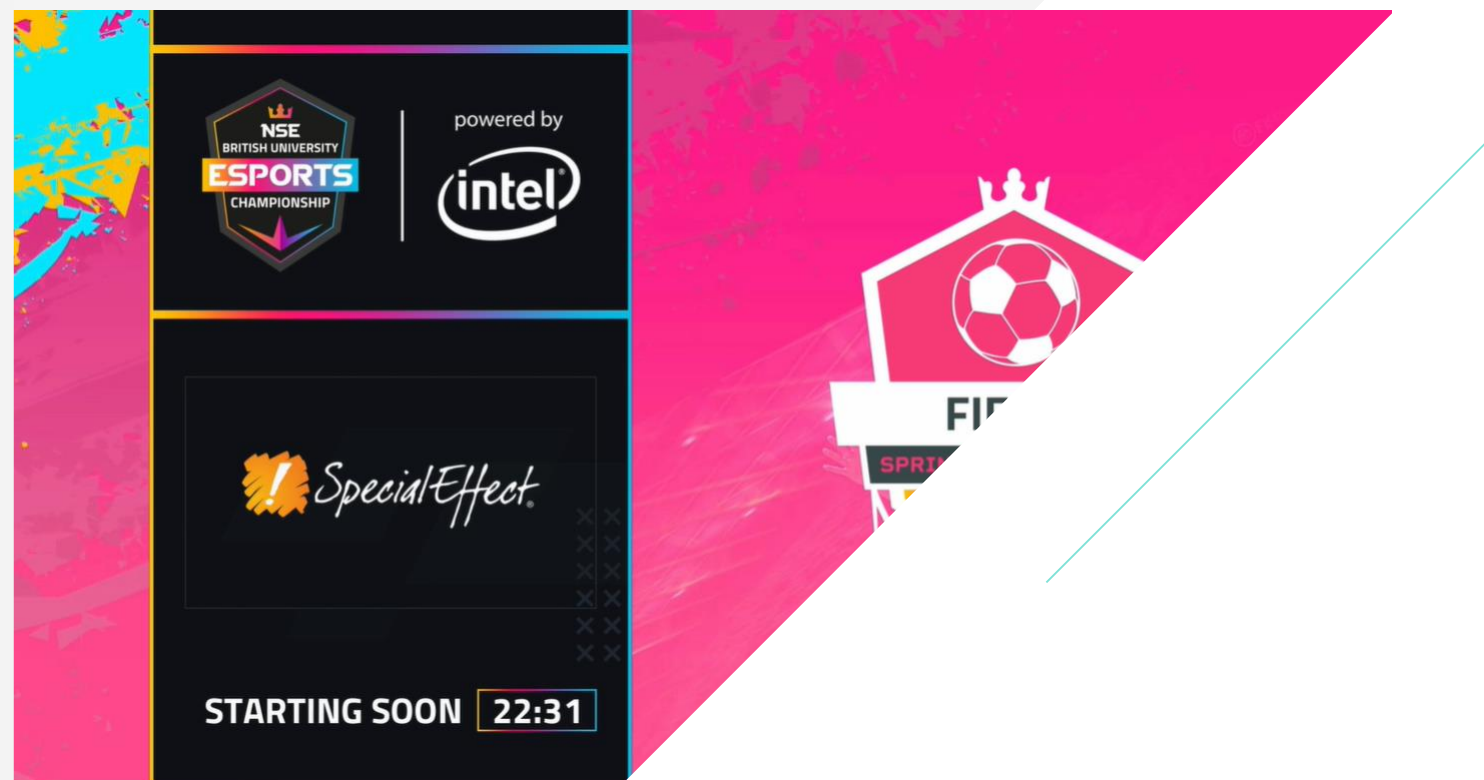


NSE BUEC Finals - 2020

NSE – National Student Esports are a UK student esports tournament operator, they have a partnership with British Universities & Colleges Sport (BUCS) and run the BUEC – British University Esports Championship every academic year.

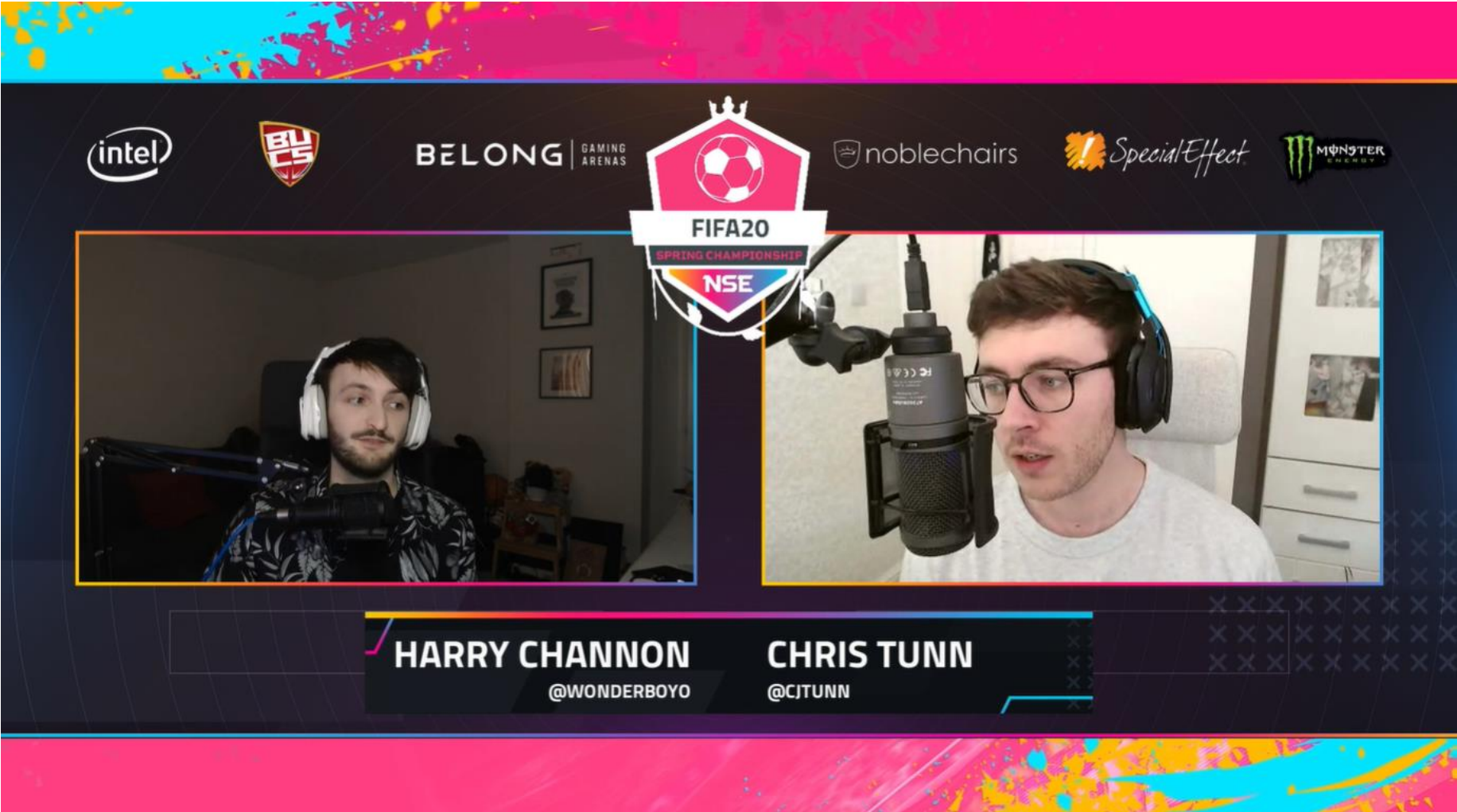
Fully remote broadcast solution required at two weeks notice after lock down enforcement came into effect in the UK.





Promod Esports were appointed last minute to step in to produce a remote broadcast for NSE's university season finals.

The finals consisted of a 3 days of broadcast including 9 different games, each with its own customised graphics and individual broadcast talent teams for each game, all based remote from the studio.





ESL Premiership Spring 2020 Finals

The ESL Premiership is the leading UK national esports competition with games including CSGO, Rainbow 6 Siege & Dota 2.

Fully remote broadcast & full tournament operation, including all project management & league administration.





“It was a very successful show with lots of innovative content created for social and broadcast” – William Attwood, Ubisoft UK

Promod Esports were appointed by ESL & Ubisoft to be responsible for product ownership, format creation, broadcast production and execution of the Finals for the ESL Premiership Spring 2020 Rainbow Six Siege.

The event was originally scoped as an in person ‘Live Event’ with public and players present, however government restrictions due to the Coronavirus outbreak resulted in a mass change of scope with just under two week’s notice, in which Promod Esports then executed a fully-remote broadcast with all players, commentary team and production staff operating remotely from home.

The best teams for Rainbow Six Siege throughout the UK and Ireland competed throughout the day which was live-streamed for over 9 hours on the Rainbow6 Twitch channel. Attracting over 203k views, 40k hours watched and 6.8k peak viewers concurrently.



JACKY
@JACKYCSGO

DEZACHU
@DEZACHU

ACEOFPYRITE
@ACEOFPYRITE



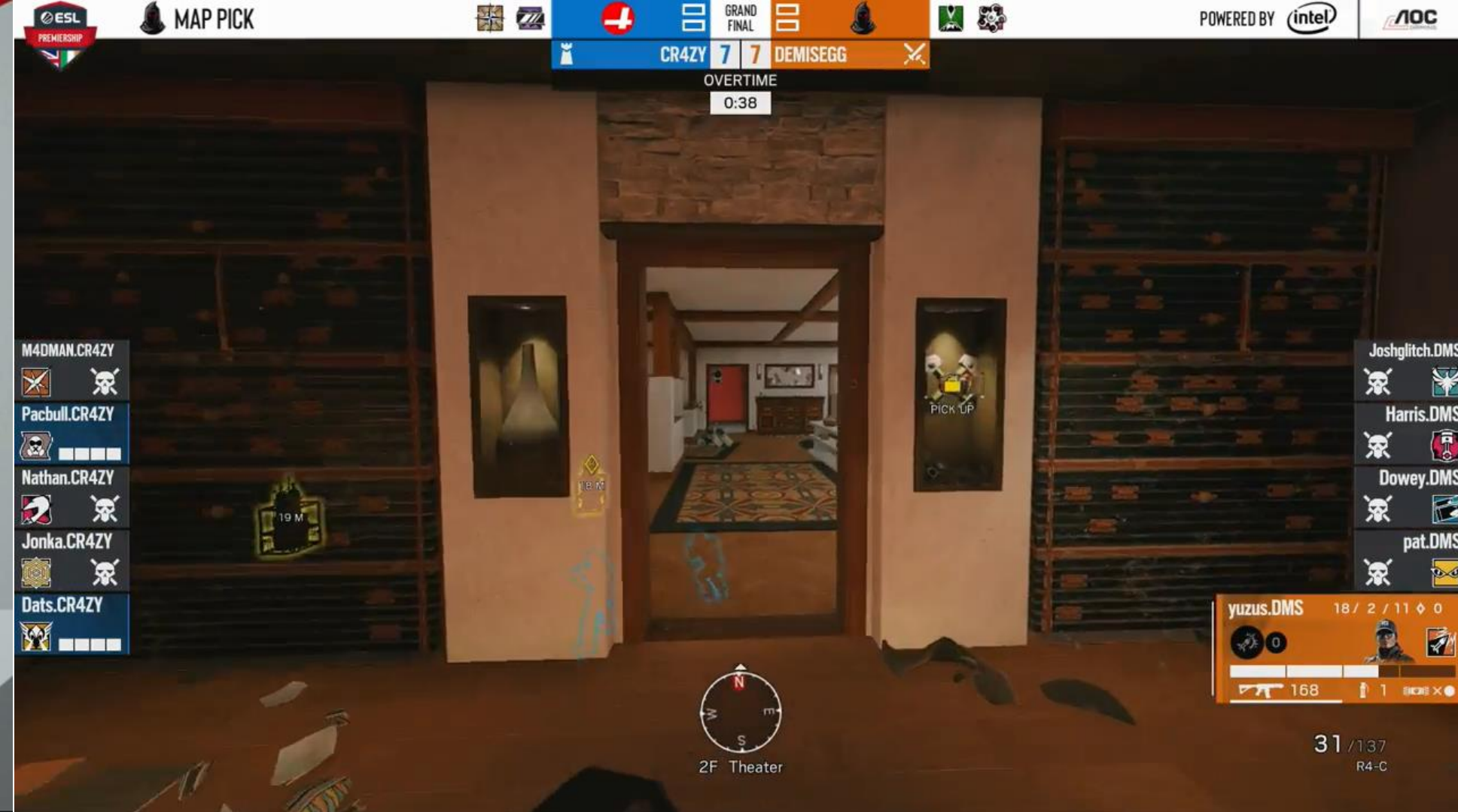
MATCHUP

COWANA GAMING

VS

CR4ZY

6/0/3	W/D/L	7/0/0
+19	ROUND DIFF	+33
56.8%	ATT WIN %	77.1%
63.3%	DEF WIN %	73.3%



FINALS BRACKET



12:00 GMT		B03
#1	CR4ZY	0
#4	COWANA GAMING	0
15:00 GMT		B03
#2	FIERCE ESPORTS	0
#3	DEMISEGG	0
18:00 GMT		B03





SPRING SEASON 2020

TOM CLANCY'S
RAINBOW SIX SIEGE
PRIZEPOOL - £20,000

   
TWITCH.TV/RAINBOW6



STANDINGS

1ST		CR4ZY
2ND		DEMISE
3RD/4TH		FIERCE ESPORTS
3RD/4TH		COWANA GAMING
5TH/6TH		AUDACITY ESPORTS
5TH/6TH	RANDY'S	RANDY'S
7TH		ENCLAVE GAMING

VIEWERSHIP

FINALS

203.3K	VIEWS
113.4K	UNIQUE VIEWERS
4.2K	AVERAGE
6.8K	PEAK
9.5	BROADCAST HOURS

TOTAL

297.4K	VIEWS
167.2K	UNIQUE VIEWERS
60.5K	HOURS WATCHED
44	BROADCAST HOURS
22.1	AVG MINS WATCHED/VIEWER

SOCIAL

FINALS

300K	IMPRESSIONS
11K	ENGAGEMENTS
17K	SOCIAL VIDEO VIEWS

TOTAL

1.5M	IMPRESSIONS
68.9K	ENGAGEMENTS
85.3K	SOCIAL VIDEO VIEWS



UEFA eEURO2020 GROUP DRAW

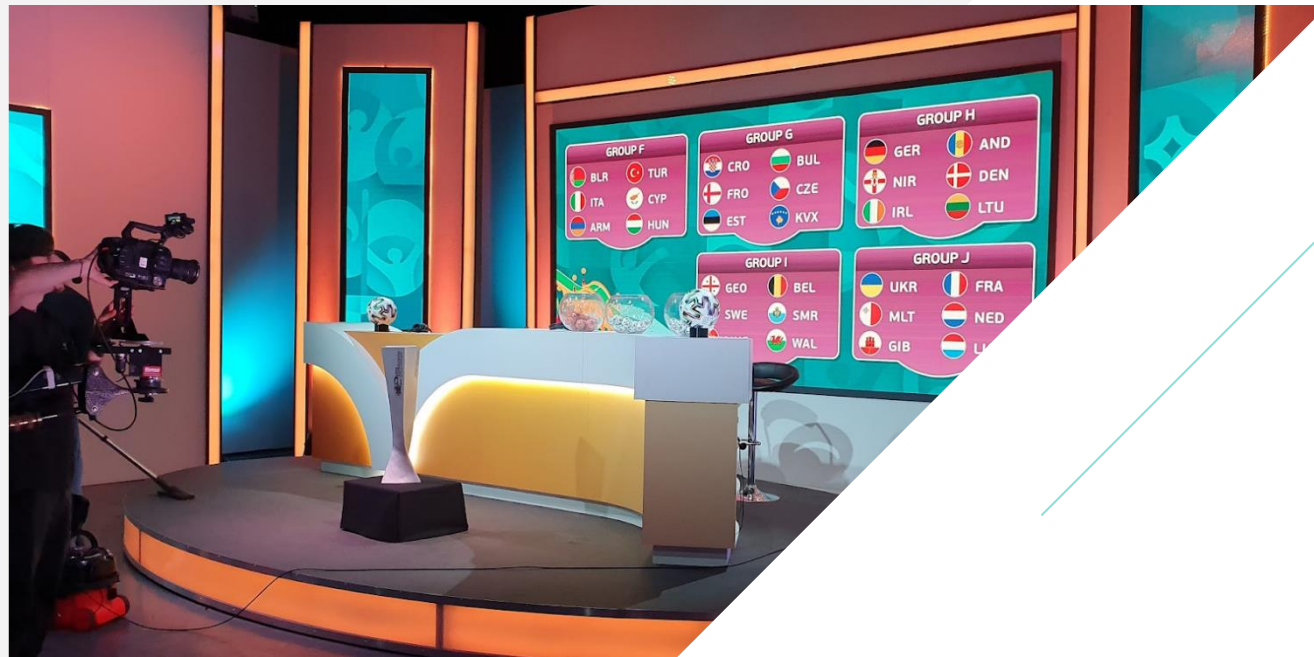
The eEURO2020 tournament is a virtual tournament in Pro Evolution Soccer held in parallel with the main men's Euro 2020 competition.

Studio broadcast production for drawing of competitors entered into the eEuro2020 PES tournament.





STUDIO 1 – LEICESTER, UK



Promod Esports were appointed by UEFA & ESL to operate the group draw for the eEURO2020 competition.

Executed set design & build to fit UEFA's brand guidelines and the general eEURO theme.

Our league operations team ensured that the draw was completed fairly and to the rulebook that we wrote in conjunction with UEFA.





Thank you

Email : contact@promod.gg

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LinkedIn : [linkedin.com/company/promod-esports](https://www.linkedin.com/company/promod-esports)

