



## **The East Coast Conference Joins Collegiate Sports Management Group's Exclusive Esports Linear Distribution Partnership with ESTV**

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LOS ANGELES, CALIFORNIA – ESTV and Collegiate Sports Management Group (CSMG) announce a broadening of their current partnership with ESTV with the addition of the East Coast Conference Esports (ECC). ESTV continues its expansion of their collegiate esports footprint through this multi-year linear television agreement. ESTV will provide ECC Esports with an outlet for their esports content including the upcoming conference championships, regular season matches, and showcase tournaments. ECC Esports will benefit from the added exposure of their original esports programs while utilizing ESTV's linear distribution channel for recruitment techniques

“The opportunity to enter this relationship with ESTV is a great step for ECC Esports. We are proud of the fact that we have grown significantly in a short amount of time in terms of membership and games we are offering competition in. The chance to continue this growth by working with Eric Yoon and ESTV is another important step and we look forward to a long partnership with them. Thanks to CSMG for making this connection possible,” stated Bob Dranoff, Commissioner of ECC.

ESTV has partnered with the world's top programmers for the most robust esports programming lineup available on terrestrial, cable, linear, online, and mobile. CSMG's EsportsU Network on Twitch will serve as a digital arm for ESTV's current programming. Utilizing their combined resources, ESTV and CSMG will lead the way in content curation, procurement, and distribution of original collegiate esports programming, as created by schools, gamers, professional athletes, and brands.

“We are excited to expand our partnerships with Collegiate Sports Management Group (CSMG) with an addition of East Coast Conference Esports (ECC) as we continue to build a structured foundation and platform for all collegiate conference esports. We look forward to working with ECC and opportunity for ESTV to further its business in collegiate esports league.” said Eric Yoon, Founder and CEO of ESTV.

### **About the East Coast Conference**

Founded as the New York Collegiate Athletic Conference in 1989 and rechristened the East Coast Conference in July 2006, the ECC was formed to enhance intercollegiate athletic competition among member institutions and to assist them in integrating athletics into their academic program in a fiscally sound way. The ECC is committed to the highest standards of scholarship, sportsmanship, teamwork, and citizenship. Its mission is to promote the total person concept in its student-athletes, which stresses the abilities to excel in academic achievement, athletic competition, and positive character traits. The East Coast Conference is a proud member of the NCAA and Division II. The ECC sponsors 19 championship sports, including Esports (Overwatch, Valorant, League of Legends, Rocket League).

### **About ESTV**

ESTV, is the first ever dedicated 24/7 live linear esports channel in the U.S., launched in May 2019 to meet the demand for round-the-clock coverage from an insider perspective. ESTV is currently available on The Roku Channel, Amazon FireTV, Samsung TV Plus, Sling TV, VIZIO, Select TV, TikiLIVE, Simul TV and AVOD service to Sling TV, Twitch, YouTube and Facebook LIVE apps. ESTV has partnered with world's top programmers for the most robust programming lineup available on terrestrial, cable, linear, online, and mobile.

### **About Collegiate Sports Management Group**

Founded in 2014, CSMG is a College Sports Properties Group that drives the business performance of college athletic conferences and schools, providing them with a successful growth strategy, and generating revenue to support their athletic department and initiatives. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing and Esports.