



The High School Esports League 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 an exciting extension of their current linear broadcast relationship with the addition of a new content partnership with Generation Esports' High School Esports League (HSEL). ESTV continues its expansion of their esports footprint through this multi-year linear television agreement. ESTV will provide HSEL with an outlet for their esports content including championships, regular season matches, and showcase tournaments. The HSEL will benefit from the added exposure of their original esports programs while utilizing ESTV's linear distribution channel for recruitment initiatives and opportunities.

“We have developed a one-of-a-kind content pipeline from high school to junior college to four-year college across their properties partnerships with HSEL, the NJCAA, the ECC and the ECAC. Having ESTV as the linear distribution outlet adds tremendous value to our partners and to brands seeking to connect with and keep consumers from ages 14-25,” stated Neil Malvone, EVP Partnerships, Chief Esports Officer at CSMG.

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.

“ESTV is thrilled to be an exclusive broadcast partner of Generations Esports' High School Esports League (HSEL) to expand its current collegiate esports footprint to include high school esports. This partnership is critical for ESTV's strategy to build a great vertical platform for all levels of school for global expansion and competition platform for the students. The platform also gives an opportunity for schools' exposure to international market through ESTV's worldwide broadcast platform.” said Eric Yoon, Founder and CEO of ESTV.

“We're very excited about the partnership we've established with both ESTV and CSMG and the opportunity to get our players, our competitions, and our company additional exposure to the broader esports market. ESTV is pioneering the distribution of esports content at every level, and it fits well with our long-term strategy to grow and optimize our middle school, high school, collegiate, post-collegiate and community-based leagues, and competitions” said Jason Kirby, President & COO of Generation Esports.

About Collegiate Sports Management Group

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.

About ESTV

ESTV is the first worldwide 24-7 live linear video channel dedicated to esports. Launched in May 2019, ESTV provides round-the-clock coverage of esports athletes and gaming franchises from an insider perspective. ESTV is available on the Roku® Channel (U.S. & Canada), Amazon Fire TV, Samsung TV Plus, Dish® Sling TV, VIZIO, Rakuten TV (Europe), TCL TV (worldwide), ZEASN (worldwide), Hisense Sharp (worldwide), RAD TV (Playstation, Google TV & Android TV), EASY TV (Brazil), Select TV, TikiLIVE, XOD Global (worldwide), Simul-TV in the U.S. and international territories as well as over the air network for local media market. We are also available on Twitch, YouTube and Facebook platforms and streams live linear feed and AVOD services. ESTV partners with the world's top gaming networks and production partners for the most robust esports content lineup on linear, online and mobile. ESTV is also an exclusive media broadcast partner of the Department of Defense Joint Base Lewis McChord and NFL Alumni esports events. For more information, please visit www.estv.co.

About the High School Esports League

Created by the founders of High School Esports League (HSEL) — the largest and longest-running competitive gaming organization for high school students in the United States — Generation Esports (GenE) serves communities across the world that wish to better engage today's youth. GenE believes that esports is more than just video games; it's competition, community, engagement, and relationship building. With over 3,000 partnered schools and 85,000 participating students within its HSEL alone, GenE makes it easy for communities of all backgrounds and ages to offer competitive esports experiences to their members. To learn more, visit <https://generationesports.com>