



## **ESTV and Collegiate Sports Management Group Ink Partnership for Exclusive Esports Linear Distribution**

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LOS ANGELES, CALIFORNIA – ESTV and Collegiate Sports Management Group (CSMG) have partnered to bring CSMG’s collegiate esports content to ESTV’s linear distribution network. This multi-year linear television agreement will help ESTV expand their growing collegiate esports footprint through CSMG’s esports properties while providing a linear outlet for CSMG’s collegiate esports national championships, regular season matches, and showcase tournaments. CSMG partners, including the ECAC and the NJCAA, will provide their members schools with the only linear network for distribution of their esports content.

ESTV has partnered with world’s top programmers for the most robust esports programming lineup available on terrestrial, cable, linear, online, and mobile. CSMG recently launched EsportsU Network as the first dedicated 24/7, multi-channel, collegiate esports streaming outlet for all clients, available through CSMG’s twitch account. The EsportsU Network 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’s linear distribution platform combined with our recent launch of the EsportsU Network provides CSMG’s partner associations and member schools multiple distribution outlets for their collegiate esports content. Brands can now engage and connect with the gaming community across digital, linear, and mobile channels. Brand-specific content will afford sponsors more creative control and access to their respective audiences,” stated Neil Malvone, EVP and Director of Esports at CSMG.

“We are excited to announce a partnership with a leader in collegiate esports,” said Eric Yoon, Founder and CEO of ESTV. “Our goal with CSMG is to add to the explosive growth of esports by bringing together college esports athletes and to create a structured format to meet the need within collegiate schools and conferences. ESTV will provide professional sports figures from current exclusive partnership of NFL Alumni Association who are gaming enthusiasts and celebrity casters for different CSMG tournaments and events. ESTV is the exclusive media broadcast partner of the NFLA.”

### **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.