



## COLLEGIATE SPORTS MANAGEMENT GROUP LAUNCHES 24/7 COLLEGE ESPORTS NETWORK

August 19, 2020

NEW YORK, NY – Collegiate Sports Management Group (CSMG) goes live today with its EsportsU Network, the first dedicated 24/7, multi-channel, college esports streaming outlet for all clients. This content will be available on CSMG’s twitch account at [twitch.tv/esportsUnetwork](https://twitch.tv/esportsUnetwork). The EsportsU Network powered by LTN Global offers a convenient and secure way to manage content, providing live and playback streaming options for consumers.

The EsportsU Network will offer original programming, esports features, and recaps of ECAC Esports and NJCAA competitive matches, tournaments, and championship events. CSMG will develop programming that highlights players, coaches, academic initiatives, and brings value to strategic brand partners. Through member created promotional videos, EsportsU Network will be a recruitment and public relations resource for esports programs across the country. EsportsU will also welcome user-generated content from the gaming community to showcase the personalities in collegiate esports, to promote upcoming tournaments, and to highlight program success. Opportunities for brands to develop and own original content are also available.

“CSMG is excited to launch our EsportsU Network as we provide the only dedicated broadcast channel for collegiate esports content. We are thrilled to offer a platform for the esports community to develop, create, and showcase their own unique and innovative content. Connecting brands directly to the consumer and the content will be a game changer in the esports industry,” stated Neil Malvone, Executive Vice President of Strategic Partnerships and Esports at CSMG.

CSMG has partnered with LTN Global as their distribution partner due to their innovative, IP-based live video delivery service. The LTN service will provide EsportsU Network with the flexibility and reliability necessary to meet the technology demands of the esports community. With LTN, EsportsU will provide industry-leading breadth college esports content to esports enthusiasts and fans globally.

### **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/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Name Image and Likeness Solutions, Licensing, Event Production & Management, Ticketing, and Esports. Visit [www.collegiatesmg.com](http://www.collegiatesmg.com) for more information.