



ECAC ESPORTS AND KISWE PARTNER TO BROADCAST ECAC FALL COLLEGIATE OVERWATCH CHAMPIONSHIP IN MANDARIN

November 19, 2020

DANBURY, CT – ECAC Esports enters the global market with the broadcast of their 2020 Overwatch Fall Championship in Mandarin. In recent years, esports has continued to increase its prominence across the globe and ECAC Esports is excited to extend its college esports audience internationally, by allowing esports enthusiasts and participants to watch these championship matches in their native language.

The Mandarin-language stream of the SUNY Canton vs. RPI matchup will air November 19th at 8pm EST on CSMG’s Twitch channel, [twitch.tv/esportsUnetwork](https://www.twitch.tv/esportsUnetwork), the first dedicated 24/7, multi-channel, college esports streaming outlet. Herry Huang, a graduate of University of Virginia and avid Overwatch player, ranked as Master level (3500) healer and tank, will be shoutcasting this event.

“The team at CSMG is privileged to be partnered with Commissioner Dan Coonan, and fortunate to have a strategic alliance with Kiswe Mobile, to bring this groundbreaking relationship together,” stated Ray Katz, COO and Co-Founder of Collegiate Sports Management Group, which operates as the monetization arm of ECAC Esports. Dan Coonan added, “ECAC Esports continues to forge full speed ahead and break new ground in the world of intercollegiate esports, in conjunction with our business partner, CSMG. Bringing an esports final to the public in Mandarin is just the latest initiative to broaden the reach of ECAC Esports, whose membership now extends coast to coast, to regions beyond our borders and around the world.”

ABOUT KISWE MOBILE

Kiswe is a cloud-based video company that creates real-time livestreams to engage digital audiences and unique communities around the world. By partnering with sports rights holders, Kiswe’s CloudCast product enables remote commentators to transform live games into multiple viewing experiences using personalized content and local languages. Kiswe’s technology also unlocks new ways for people to stay connected over live events through a content creation and mobile platform that bridges media companies with consumers. Kiswe is headquartered in New Jersey, USA and has offices in New York, Seoul, London, Hasselt, and Singapore. Learn more at www.kiswe.com.

ABOUT ECAC ESPORTS

The ECAC is an 82-year-old organization with over 200 member schools across all NCAA Divisions. The ECAC exists to enhance the experience of student-athletes participating in intercollegiate athletics and provides great value for universities and college by sponsoring championships, leagues, bowl games, tournaments, and other competitions throughout the Northeast. ECAC Esports is growing and now totals more than 70 colleges and universities and is expanding the geographic footprint for the conference nationally. ECAC’s Esports program provides and activates intercollegiate esports competitions for colleges across the country. For more information about your school joining ECAC and competing in the collegiate national esports championships visit <https://ecacsports.com/>.

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. Visit www.collegiatesmg.com for more information about how CSMG can help your school build and monetize an esports program