



COLLEGIATE SPORTS MANAGEMENT GROUP LAUNCHES 24/7 ESPORTS NETWORK

NEW YORK, NY – June 15, 2020- Collegiate Sports Management Group (CSMG) announces the launch of its EsportsU Network (ESUN) on June 15, 2020. CSMG has developed the first dedicated 24/7 esports streaming outlet for all CSMG clients, building a multi-channel network.

CSMG’s unique portfolio of esports rights and content comes from its exclusive relationships with the two leading governing bodies in college esports. These relationships include the privatization of ECAC Esports commercial rights encompassing media rights, sponsorship, licensing, and events, as well as representation and its joint esports venture with the National Junior College Athletic Association, NJCAA, the national governing body for all junior colleges within the NJCAA.

CSMG will procure and create network content, developing original programming, providing highlights of ECAC Esports and NJCAA competitive matches, tournaments, and championships presenting promotional videos for the associations and member schools.

“With the launch of the 24/7 EsportsU Network, we are excited to offer all esports properties an outlet for their content, while using the platform as a recruiting tool. CSMG will provide brands a unique and one-of-a-kind opportunity to engage directly with the esports competitors, fans, and alumni,” stated Neil Malvone, EVP at CSMG. As the network launches, ECAC Esports, the esports governing body for all 4-year colleges, hosted the first VALORANT tournament, through its partnership with Riot Games, on June 11, 2020.

CSMG will be using LTN Global, the industry leader in transformative media technology and video transport network solutions for the transmission and distribution of content. CSMG will leverage the power of LTN Schedule, a cloud-based scheduler and playout solution that enables content owners to create 24/7 branded digital networks with a mix of pre-produced content and acquired live or near-live streams. Using LTN Schedule will also enable CSMG’s producers to easily schedule ad breaks via multiple networks at the same time.

Both the ECAC and the NJCAA will be hosting additional tournaments over the next few months. Content from those competitions will be featured on the CSMG EsportsU Network. CSMG will also rebroadcast its Empowerment Series programming along with other industry-related interviews, podcasts, shoulder programming, and related short form content.

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 esports rights encompass the ECAC, NJCAA, and most of the other 20+ conferences represented by CSMG for traditional sports. CSMG specializes in Marketing Rights/Revenue Generation, Content Creation & Distribution, Media Rights Strategy & Negotiation, Sponsorship Sales, Licensing, Event Production & Management, CRM, Ticketing and esports. To learn more please visit: www.collegiatesmg.com