



WAVE.tv AND COLLEGIATE SPORTS MANAGEMENT GROUP PARTNER TO EXPAND ESPORTS CONTENT SOCIAL OFFERING

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NEW YORK CITY, NY – [Collegiate Sports Management Group](#) (CSMG) has entered into a content distribution partnership with sports media company [WAVE.tv](#), that will see CSMG's esports content distributed across WAVE.tv's portfolio of digital media brands.

WAVE.tv's portfolio features "Rage Quit", their esports-specific brand, along with 17 additional media brands catering to unique sports fandoms. WAVE.tv's distribution network includes Instagram, Tik Tok, Snapchat, Facebook and YouTube reaching over 200 million monthly users and generating over 3.9 billion monthly views.

"The fandom surrounding esports is rapidly growing in popularity, and CSMG's content is the perfect fit for our burgeoning & dynamic esports vertical", said Benjamin Dangoor, Director of Partnerships at WAVE.tv. "We are thrilled to be bringing esports content to our GenZ and Millennial audience, as well as highlighting the work that CSMG does for their large network of college athletic conferences and schools."

CSMG's esports network of 160+ schools spanning the ECAC, NJCAA, and ECC now have a new avenue to interact with WAVE.tv's Gen Z and Millennial audience. WAVE.tv's overall reach and distribution strategy will create greater awareness, viewership, and engagement for CSMG's esports properties. The CSMG-WAVE.tv relationship will also open doors for sponsorship and NIL revenue opportunities for brands and for member schools.

"Enrollment is becoming a key component towards the growth of collegiate esports and WAVE.tv can provide more targeted exposure for CSMG's total esports offering," stated Patrick Young, Director of Esports Partnerships at CSMG. "We look forward to providing exciting collegiate esports content to WAVE.tv's audience of 65 million active followers and subscribers."

ABOUT WAVE.tv

WAVE.tv is a sports media company for today's fan. Through a portfolio of media brands covering a wide array of fandoms and genres, WAVE.tv entertains modern day sports fans with the programming they love, produced for the digital platforms where they spend the most time.

Their programming can be discovered across Snapchat, Instagram, TikTok, Facebook, YouTube and other core and emerging platforms. Each month, WAVE.tv's entire portfolio reaches 65 million followers and subscribers (largely Gen-Z and Millennials) with a unique reach of 200 million and generating over 3.9 billion video views.

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 info.