

MILLENNIALS
GAMING
CHANNEL





GAME
TOON 

GAMERS' TV

A GAMING CHANNEL
MADE FOR GAMERS
BY GAMERS

UNIQUE TV GAMING EXPERIENCE

- Entertainment and source of news from the gaming world
- Programs tailored for gamers
- Top brand esports events : Dota 2, League of Legends, Hearthstone, Counter-Strike: Global Offensive
- Cult Twitch streamers and YouTubers
- Own exclusive live esports formats and competitions



Dota 2 (Valve Corporation)



Gigantic (Perfect World Entertainment)



Immortal Planet (teedoubleuGAMES)



Counter-Strike: Global Offensive (Valve Corporation)

CHANNEL POSITIONING

BRAND POSITIONING:

Your Hero! Brave, supports, motivates

The channel attracts a broad **target audience 13-35** including not just **millenials** but also **generation X**

A gaming channel created and developed **by gamers for gamers**, with 3 programming pillars:

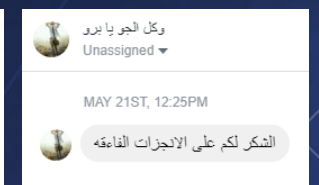
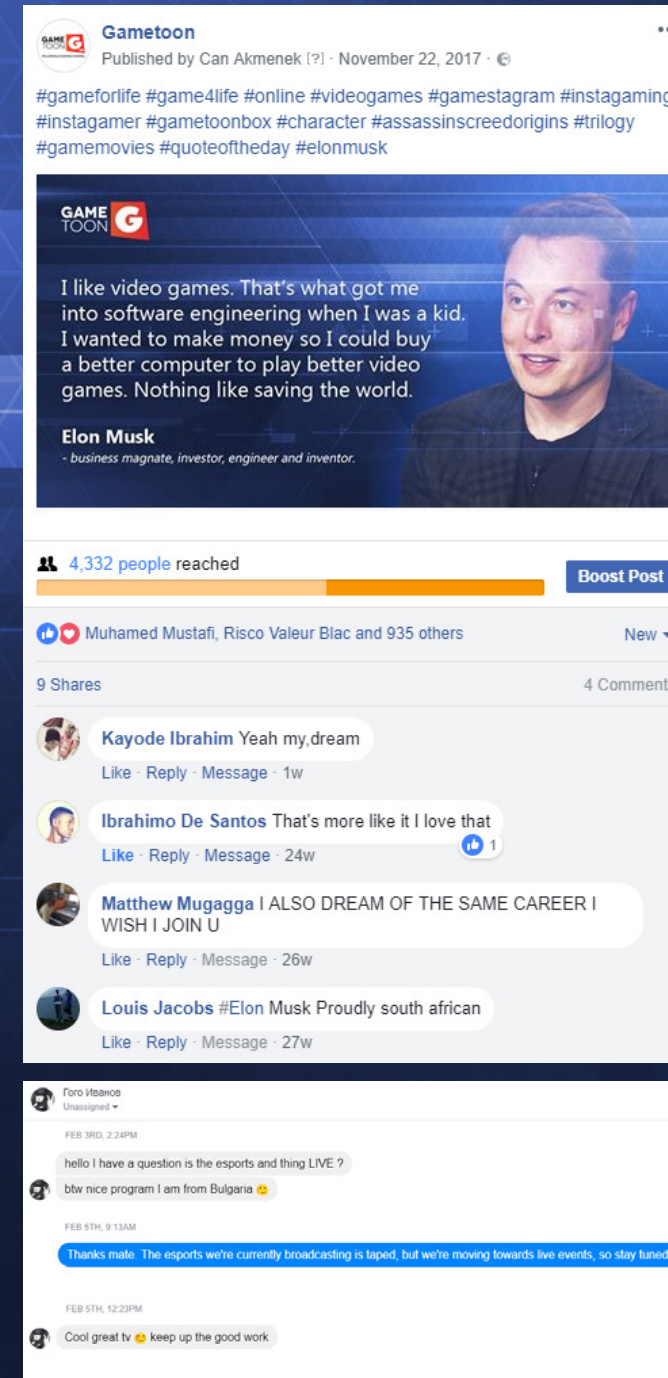
- Unique gaming / influencer created content
- Fully owned and produced live events
- Top brand live events and gaming entertainment



GAMETOON COMMUNITY

REACHING BEYOND TV

- Over 1 Million Facebook followers and growing daily
- We cooperate with streamers and YouTubers followed online by almost half a million fans
- Our influencers always welcome Gametoon channel audience in a dedicated intro for their content and actively promote the content on their social media
- Gametoon has become recognized by game publishers and press as a great place to showcase new titles



UNIQUE PROGRAMMING

CONSTANTLY DEVELOPING PROGRAMMING

- We listen to the fans and learn their interests looking for their favorite streamers and hottest games
- Based on the continuous research we define and update our programming:
 - Stream Nation
 - Gametoon Challenge
 - Streamers Rumble



Cuphead (Studio MDHR)



Fortnite (Epic Games)

STREAM NATION **EXCLUSIVE**

CREATED BY OUR INFLUENCERS



Fortnite (Epic Games)



God of War (Sony Interactive Entertainment)

- **Discover** new titles presented by popular streams and YouTubers
- **Improve** your gaming skills by watching in-depth tutorial series created by pro gamers
- **Get to know** your idols better with personal stories shared while playing

GAMETOON CHALLENGE **EXCLUSIVE**



First ever live esports event exclusively produced by Gametoon

https://liquipedia.net/counterstrike/Gametoon_Challenge

- 1 month Counter-Strike: Global Offensive online series
- 2 Best-of-One matches each week during a single day
- ~8h of live content in total
- 4 invited teams (DE, PL, RU, TR)
- King of the Hill format - winner takes all and stays for the next match
- All exclusive rights (TV, SVOD, digital)



STREAMERS RUMBLE



Tournament between streamers, youtubers and the Gametoon audience from the European region

- Online tournament in a battle royale game (PUBG, Fortnite)
- Top influencers + Gametoon spectators from selected regions:
UK, ES, FR, DE, NL, IT, PL, CZ, SK, RO, BG, RS, TR
- All exclusive rights (TV, SVOD, digital)
- Currently under development



TOP ESPORTS EVENTS IN PARTNERSHIP WITH ESL



ESL hosts one of the most recognizable events all esports enthusiasts crave to visit - **ESL One**. With **\$250 000 in the prize pool** this tournament attracts **the best teams in the world** and brings a **mass audience** to TVs across the globe.

ESL also **supports esports locally** with well-established **regional leagues**, involving **champions** and **top teams** from each country.



OUR ESPORTS SERIES



ESL ONE Cologne
ESL ONE NY



ESL UK Premiership



ESL UK Premiership



ESL ONE Genting
Starseries Season 3 Finals



Red Bull Proving Grounds

GAME HIGHLIGHTS

CHECK WHAT TO PLAY

Gametoon delivers a **wide variety** of game highlights, ranging from **famous AAA titles** to **true gems of the indie** scene. The highlights are a comfortable way for the audience to learn about new and exciting games.

Several highlights form a **20-30 min** show, with games banded together based on:

Genre

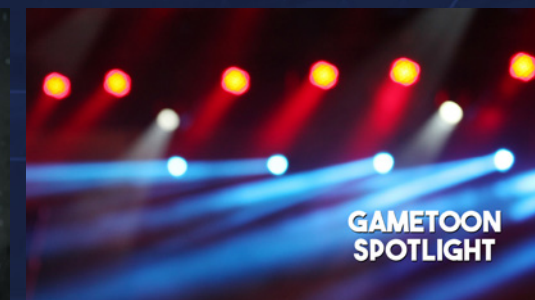
(Horrorland, Actionland, Platformers)

A common feature

(Epic Indie, Multiplayer, Mobile Store)

Premium selection

(Gametoon Spotlight, Hall of Fame)



ENTERTAINMENT SHOWS



GAMANOID WORLD

Gamanoid World brings a camera and mic to the most important gaming and fandom events in the world, such as Gamescom, E3, BlizzCon or Comic-Con.

If your schedule is too busy and you don't want to miss out on great festivals for gamers - the show is for you!



10UP

An exciting journey through top ten lists covering all facets of gaming.

10 most difficult bosses?
10 hidden levels in games?
10 painful mistakes made by game devs?

Tune in to find out!

PROGRAMMING GRID



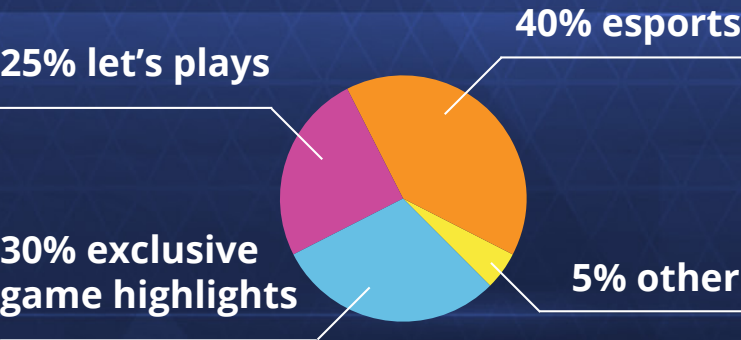
Gametoon in numbers

Total number of hours: 300

New hours per month: 30-45

Exclusive content: 165 hours

Refresh rate: ~10%



40% of the content is exclusive

GAME HIGHLIGHTS

- Gametoon Spotlight (EXCLUSIVE)
- Hall of fame (EXCLUSIVE)
- Epic Indie (EXCLUSIVE)
- Sportsland (EXCLUSIVE)
- Platformers (EXCLUSIVE)
- Multiplayer (EXCLUSIVE)
- Horrorland (EXCLUSIVE)
- Actionland (EXCLUSIVE)

ESPORTS

- League of Legends
- Dota 2
- CS:GO (EXCLUSIVE + NON-EXCLUSIVE)
- Hearthstone
- Street Fighter V
- World of Tanks

LET'S PLAYS

- Detroit: Become Human (EXCLUSIVE)
- God of War (EXCLUSIVE)
- Hellblade: Senua's Sacrifice (EXCLUSIVE)
- Fortnite (EXCLUSIVE)
- Evil Within 2 (EXCLUSIVE)
- Cuphead
- PlayerUnknown's Battlegrounds
- Guardians of the Galaxy
- Seven: Days Long Gone (EXCLUSIVE)
- Immortal Planet (EXCLUSIVE)

ENTERTAINMENT SHOWS

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Thank You

GG WP - Good Game, Well Played*

*A polite remark uttered after the end of a games to indicate that a match was fair and enjoyable