

MILLENNIALS GRMING CHANNEL

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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





Gigantic (Perfect World Entertainment)



Immortal Planet (teedoubleuGAMES)



Dota 2 (Valve Corporation)

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









GRMETOON 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

... Gametoon GAME G Published by Can Akmenek [?] · November 22, 2017 · @ #gameforlife #game4life #online #videogames #gamestagram #instagaming #instagamer #gametoonbox #character #assassinscreedorigins #trilogy #gamemovies #guoteoftheday #elonmusk GAME C I like video games. That's what got me into software engineering when I was a kid. I wanted to make money so I could buy a better computer to play better video games. Nothing like saving the world. Elon Musk business magnate, investor, engineer and inventor 4,332 people reached Boost Post DO Muhamed Mustafi, Risco Valeur Blac and 935 others New 9 Shares 4 Comment Kayode Ibrahim Yeah my, dream Like · Reply · Message · 1 Ibrahimo De Santos That's more like it I love that Like · Reply · Message · 24w Matthew Mugagga I ALSO DREAM OF THE SAME CAREER I WISH I JOIN U Like · Reply · Message · 26w Louis Jacobs #Elon Musk Proudly south african Like · Reply · Message · 27w Гого Иванов FFR 38D 2:24PM hello I have a question is the esports and thing LIVE ? 🔊 btw nice program I am from Bulgaria 🙁 FER 5TH 12:23PM Cool great tv 🙁 keep up the good work





Radoslav Petrov @radunio · Feb 1 @DanGheesling Let's goooo! Yo Dan they are showing your stream on TV!! That's ike the best thing ever !!



Equiah Trophy Unassigned 🔻

WED 9:44PM

I have been watching you guys you are so amazing









MAY 21ST. 12:25PM



الشكر لكم على الانجزات الفاءقه

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)



CHALLENGE

FIRST EVER LIVE ESPORTS EVENT EXCLUSIVELY TO GAMETOON



Fortnite (Epic Games)

STREAM NATION EXCLUSIVE CREATED BY OUR INFLUENCERS



Fortnite (Epic Games)

- **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





God of War (Sony Interactive Entertainment)



GRMETOON 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.

ART AND STREET



ØESL





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



DUR ESPORTS SERIES



ESL ONE Cologne ESL ONE NY



ESL UK Premiership



ESL ONE Genting Starseries Season 3 Finals Red Bull Proving Grounds





ESL UK Premiership



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)























ENTERTRINMENT SHOWS





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 to 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

GAME HIGH

Gametoon Hall of fame Epic Indie **Sportsland**

Platformers Multiplayer

Horrorland Actionland

ESPORTS League of Lo Dota 2

CS:GO (EXCLU

Hearthston **Street Fight** World of Ta

LET'S PLAY

Detroit: Bed

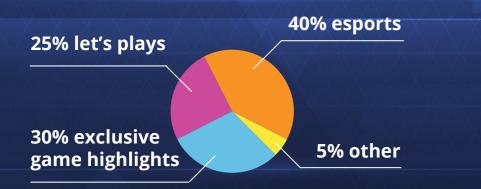
God of War Hellblade: 9 Fortnite (E **Evil Within** Cuphead **PlayerUnkn Guardians**

Seven: Days **Immortal P**

ENTERTAINI

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**

HLIGHTS	н	MON	TUE	WED	THU	FRI	SAT	SUN	н
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Spotlight (EXCLUSIVE)	0:30								0:30
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	5:00								5:00
(EXCLUSIVE)									
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r (EXCLUSIVE)									
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	18:00								18:00
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of the Galaxy	19:30								
IS Long Gone (EXCLUSIVE)	20:00								19:30 20:00
Planet (EXCLUSIVE)	20.00								
	24/20								24:20
	21:30								21:30
MENT SHOWS	23:00								23:00





Thank You

293

AN

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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

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