



MEDIA RELEASE

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## HT&E Appoints CEO to eSports Business

HT&E today announced the appointment of **Dominic Remond** as Chief Executive of **Gfinity Australia**, its Australian esports business, which was formed earlier this year in partnership with Gfinity PLC and IKON Media & Entertainment.

Mr Remond is currently the **General Manager of the Sydney Sixers with Cricket NSW**, where he will finish the season before taking up his new role with HT&E in February 2018.

**HT&E CEO & Managing Director Ciaran Davis** said: “Dominic is the ideal person to head our new eSports venture, under the HT&E Events umbrella. His extensive corporate and marketing expertise, as well as his involvement in the evolution of the Big Bash League from its early infancy and the successful commercialisation of that content, will be invaluable as we roll out the eSports business and establish this inaugural city-based franchise league in Australia.”

Dominic has worked with a number of major brands in Australia including Sony Pictures Home Entertainment, SmithKline Beecham, SC Johnson & Sons, Schweppes and Bonds.

As well as his corporate experience, Dominic brings entrepreneurial skills from his own sales and marketing consultancy.

Regarding his appointment, **Dominic Remond** said, “The role of Chief Executive of Gfinity Australia provides a unique opportunity to be part of the rapidly growing eSports sector in Australia and drive growth for HT&E which has a powerful platform to be leveraged with its radio, outdoor and digital assets.”

The establishment of Gfinity Australia within the new HT&E Events division was announced in August, with the division designed to enhance the complementary nature of HT&E’s existing radio, outdoor and digital businesses by providing unique content that is targeted to HT&E audiences and is highly relevant for brands.

Gfinity Australia will deliver Australian gamers a clear and structured top-to-bottom competitive framework within Australian eSports. A competition for enthusiasts at all levels – from the amateur at home, to the eSports professional – it will for the first time offer a clear pathway between the two, as amateur players earn the right to compete alongside seasoned professionals. The Elite Series, due to launch in Q2 2018, will see city-based franchise teams compete weekly at dedicated eSports venues, with each event broadcast live online and across multiple platforms.

As well as The Elite Series, a new online competition, The Challenger Series, is launching in January. Open to all gamers, The Challenger Series will be the battleground for amateur players to compete against each other, to win the chance to play alongside the pros in The Elite Series. Selection for The Elite Series will take





place via a player draft. The top-ranked amateur competitors from The Challenger Series will enter The Elite Draft, where each team will select two players from each game title to join their team.

More details regarding The Challenger Series will be released shortly.

### **DOMINIC REMOND BIOGRAPHY**

Dominic Remond has a track record of over 20 years in the entertainment, sports and content industries, with a combination of corporate and start up experience. He most recently held the position of General Manger-Sydney Sixers for 5 seasons in the BBL and WBBL. Prior to that he ran his own content and marketing consultancy after 10 years with Sony Pictures as both Marketing and Sales Director.

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