



## MEDIA RELEASE

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# Gfinity Elite Series Australia to be broadcast online exclusively on Twitch

**Gfinity Esports Australia** is excited to announce that every match during Season 1 of the **2018 Gfinity Elite Series Australia** will be broadcast online exclusively on the social video service **Twitch**.

Commencing this weekend, the Gfinity Elite Series Australia is bringing a new standard of quality to Australian esports, with six city-based clubs facing off across seven weeks of live league action. This first-of-its-kind partnership with Twitch in Australia ensures that Australian esports fans, both new and old, will have the best experience on the home of live esports: Twitch.

Twitch is the world's leading social video service and community for gamers. Almost 2 million Australian community members gather on the platform to watch, talk, and chat about shared interests every month. With the majority of live esports content viewed on Twitch, the global rise of esports is tied in no small part to the rise of Twitch itself.

Starting 3pm AEST Saturday 2 June with CS:GO, then continuing Sunday 3 June at 10am and 4 pm AEST with Rocket League and Streetfighter V respectively, esports fans across the country will be able to watch the Gfinity Elite Series Australia live on [twitch.tv/gfinityau](https://www.twitch.tv/gfinityau) every week, with dedicated viewers barracking, rejoicing and commiserating as a community on Twitch chat for each match.

"We are very excited to be partnering with Twitch as the home of the inaugural Gfinity Elite Series Australia. We know they have a highly engaged audience and are the preferred platform for the esports community in Australia. They will bring the action from the tournament, and the dynamism of our live audience, to the fans at home and those across the country who are unable to attend the events at the arena in Sydney," said **Dominic Remond, CEO of Gfinity Esports Australia.**"

"Esports in Australia and New Zealand is growing at a phenomenal pace. We are happy to be part of the next step in the Gfinity Elite Series Australia," said **Lewis Mitchell, Partnerships Associate for Australia and New Zealand at Twitch.** "Our partnership with Gfinity Esports Australia will bring all viewers together in the one place they feel most at home as they enjoy the competition with other like-minded fans."

**The Gfinity Elite Series Australia presented by Alienware commences at 3pm AEST Saturday 2 June, Live at [twitch.tv/gfinityau](https://www.twitch.tv/gfinityau)**

ENDS

**Follow Gfinity Esports Australia on social:**

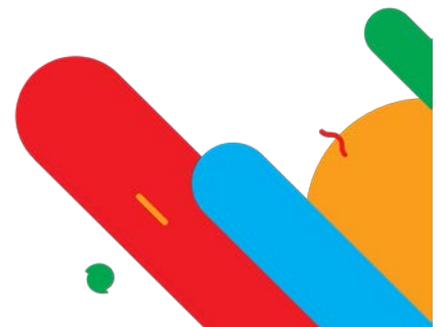
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**YouTube:** <https://www.youtube.com/channel/UChvo5ITK0qJDP466eGATcfQ>

**Twitch:** <https://www.twitch.tv/gfinityau>





### **About Gfinity Esports Australia:**

**Gfinity Esports Australia**, was established by HT&E Events and Gfinity Plc, in August 2017, to launch Australia's first city-based franchise league, **the Elite Series presented by Alienware**.

**Gfinity Esports Australia** will deliver Australian gamers and fans, a clear and structured competitive framework within Australian esports. **The Elite Series presented by Alienware** will see city-based franchise teams compete weekly in front of a live audience at a dedicated esports arena within the Hoyts Cinema Complex at Sydney's Entertainment Quarter. Competing across iconic game titles: Counter Strike Global Offensive, Street Fighter V and Rocket League, for a share in the some of the largest prize pools in Australian Esports history. Each event will be broadcast live across multiple platforms.

As well as the Elite Series, an online competition, **the Challenger Series presented by Dell Gaming**, will launch in January 2018. Open to all gamers, the Challenger Series presented by Dell Gaming will be the battleground for amateur players to compete against each other, to win the chance, via a player draft, to play alongside the pros in the Elite Series presented by Alienware. The Challenger Series presented by Dell Gaming represents the grassroots pathway seen in traditional sports, but not yet seen in Australian esports.

For more information, [visit www.gfinityesports.com.au](http://www.gfinityesports.com.au).

### **About Twitch:**

[Twitch](https://www.twitch.tv) is the world's leading social video service and community for gamers. Each day, millions of community members gather to watch, talk, and chat about shared interests. Twitch's video service is the backbone of both live and on-demand distribution for all types of content, including the entire video game ecosystem, the creative arts, vlogging (IRL), and more. Twitch also runs [TwitchCon](https://www.twitchcon.com), the annual convention for celebrating the Twitch community. For more information about Twitch, visit our [Press Center](#), [Twitter feed](#) (#Twitch), and [Blog](#).