



MEDIA RELEASE

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## Gfinity Esports Australia partners with Network Ten to broadcast live esports league on ONE

**Gfinity Esports Australia** is pleased to announce a partnership with Network Ten to broadcast the **2018 Gfinity Elite Series Australia** esports league on free-to-air television, live on ONE.

Marking Network Ten's first entry into the exciting esports space, ONE is delivering a live broadcast of all **Rocket League** matches in the inaugural Gfinity Elite Series Australia. This includes five weeks of regular season, which kicks off this weekend 2-3 June, plus the two weeks of Finals.

The three-hour broadcast airs each **Sunday, LIVE from 10am to 1pm AEST on ONE**, bringing viewers all the action from the Gfinity HOYTS Esports Arena in Sydney's Moore Park.

**Dominic Remond, CEO of Gfinity Esports Australia**, said of the announcement: "We are committed to growing esports in this country and promoting a new level of quality entertainment and professional gameplay, so we are very excited to be taking Gfinity Elite Series Australia to a new, free-to-air television audience.

"Network Ten is one of the leading entertainment companies in Australia, with a long tradition of bringing fun and engaging content to viewers, and we're thrilled that audiences will be able to tune in to watch the live Rocket League matches each Sunday on ONE."

**The Gfinity Elite Series Australia runs each weekend from 2 June to 15 July. Watch Rocket League matches live from 10am AEST each Sunday on ONE, and all matches broadcast exclusively online across the weekend at [twitch.tv/gfinityau](https://www.twitch.tv/gfinityau).**

ENDS

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**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).