



FOR IMMEDIATE RELEASE:

## **First 24-hour eSports Channel to Launch in Canada**

*Strategic deal between Canada's Super Channel & global broadcaster GINX eSportsTV will bring the world of competitive video games and live tournament coverage to television and on-demand audiences*

**LONDON & EDMONTON, Canada** (Feb 15, 2017) – Premium Canadian broadcaster Super Channel and leading international entertainment provider GINX eSportsTV have signed an exclusive deal to create and distribute a new 24-hour channel for video game fans.

The new eSports channel will target millions of gaming enthusiasts and players in Canada and feature live eSports events, news and gaming lifestyle programming.

"This exciting new venture allows us to welcome Canadian viewers into the fast growing international 'realm' of GINX eSportsTV. Together with Super Channel we have the right combination of reach, relationships and local programming to create a channel that will bring the best of global eSports to Canada and equally to enrich our international channels with programming from the vibrant Canadian eSports community," said GINX eSportsTV CEO Michiel Bakker. "Canada has long been in our sights. It consistently represents a global top 10 eSports nation and is home to great eSports competitions and competitors. We are over the moon to soon be able to reach out to them."

This new eSports channel, which will replace one of Super Channel's existing four channels, will launch across Canada in the spring/summer 2017. At launch, the channel will be instantly available to all Super Channel subscribers as part of their existing package, and new customers can also subscribe to the new 24-hour eSports programming available on Super Channel through their cable, satellite and IPTV provider.

"We always want to provide fresh and relevant entertainment for the whole family on all devices -- and eSports is now a key part of this mix," said Super Channel COO, Don McDonald. "Our new venture with GINX allows us to provide Canadian homes with world-class eSports TV, including the shows, events and hosts already enjoyed the world-over. It also provides the Canadian production community with an excellent opportunity to create new eSports content, to be seen on Super Channel and potentially distributed around the world through GINX world wide."

The current value of today's eSports marketplace is about 1B \$USD and counts more than 250M fans. 2016 saw record-setting growth in eSports with \$276M in prize money awarded to pro-gamers and about 20,000 tournaments hosted around the world for players and fans to enjoy and promote. All this bodes well for broadcasters who want to stake an early claim in the eSports arena and pursue new strategic deals and growth.

The GINX/Super Channel deal was brought together by FanTrust Entertainment Strategies president Catherine Warren, a consultant to both companies, who announced the news today at the ESports BAR global marketplace event in Cannes, France. The relationship is the first of its kind for both companies: GINX traditionally enters new markets through carrier relationships and Super

Channel typically licenses premium TV programs rather than 24/7 broadcasts. Financial terms of the deal were not disclosed.

### **About Super Channel**

**Super Channel** is a national premium pay television network, consisting of four HD channels, four SD channels, and Super Channel On Demand.

Super Channel's mission is to entertain and engage Canadian audiences by providing a unique and exclusive entertainment experience. With a core foundation of integrity and accountability, we dedicate ourselves to implementing innovative programming strategies and unparalleled team work that provides viewers with exceptional value and variety.

Super Channel is owned by Allarco Entertainment 2008 Inc., an Edmonton-based media company.

**Super Channel** is currently available on [Bell TV](#), [Shaw Direct](#), [Rogers Anyplace TV](#), [Shaw Cable](#), [Cogeco Cable](#), [Access Communications](#), [Bell Aliant TV](#), [Source Cable](#), [SaskTel](#), [MTS](#), [Novus](#), [EastLink](#), [TELUS](#), [Videotron](#) and other regional providers.

Connect with Super Channel:

[www.superchannel.ca](http://www.superchannel.ca)

[Super Channel on Facebook](#)

[Super Channel on Twitter](#)

### **About GINX eSportsTV**

GINX eSportsTV is a UK-based international media company, dedicated to the creation of eSports TV channels around the world. The GINX eSportsTV channel is currently available in over 36 million households in 9 languages across over 41 territories. It offers viewers round the clock access to eSports news and entertainment and live eSports events, all delivered with expertise and a healthy sense of humour.

Connect with GINX eSportsTV:

<https://www.ginx.tv>

<https://www.facebook.com/GinxTelevision/>

<https://twitter.com/GinxTV>

### **Sample Media Tweet/Post:**

First 24hr #Esports channel to launch in Canada: @SuperChannel @GinxTV will bring competitive gaming & live tournament coverage to fans.

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