



ESL and DreamHack sign a media rights deal with TV 2 in Denmark

- Denmark's TV 2 acquires rights to broadcast Counter-Strike: Global Offensive tournaments organised by ESL and DreamHack during 2019
- High-quality esports content attracts young audiences on air and online
- MTG delivers original esports content on a wide range of TV and online platforms

MTG's esports companies [Turtle Entertainment](#) (ESL) and [DreamHack](#) have signed a broadcasting deal with TV 2, a national TV network in Denmark, that will bring over 700 hours of premium esports content to TV viewers in Denmark throughout 2019.

During 2019, TV 2 ZULU and the on-demand platform TV 2 PLAY will broadcast live Counter-Strike: Global Offensive (CS:GO) tournaments organised by ESL and DreamHack. The agreement includes the first major of the year, IEM Katowice, which will take place in Poland from [28 February to 3 March, 2019](#).

In 2018, TV 2 ZULU showed three major CS:GO tournaments and saw its audience share among viewers aged 15 to 40 grow two-fold during the broadcasts. According to esports industry analyst firm Newzoo, as the size of the esports audience continues to grow, broadcasting competitive gaming events on TV attracts not only CS:GO enthusiasts but also those curious about the game.

Peter Nørrelund, EVP, Head of Product Development and Incubation at MTG, and Co-CEO of DreamHack: "The quality of esports content continues to increase, and both ESL and DreamHack produce high-standard coverage with expert commentary and insights into teams, players and their skillful gameplay. Live esports mega-events are unforgettable spectacles, and now Danish fans can to enjoy the show on a big screen and on the go."

Frederik Laesen, Head of Sport at TV 2: "Esports has the potential to become for TV 2 ZULU what Tour de France has been for TV 2 – a premium on air event that audiences love and anticipate. Just as with live sports, TV 2 will cover esports tournaments according to the highest standards and will provide a closer look behind the scenes at these huge international events."

In October 2018, DreamHack [announced](#) a deal with Discovery Networks Denmark to show eSuperliga, the first of its kind national FIFA esports league, on Dplay and Canal 9.

Newzoo estimates* that by 2021, media rights sales will account for 24% of total esports revenue as esports content continues to grow in value. In 2018, MTG has taken strategic steps to develop this revenue stream for ESL by securing industry talents, such as [Thomas Schmidt](#) and [Frank Uddo](#).

* Newzoo 2018 Global Esports Market Report



NOTES TO EDITORS

MTG (Modern Times Group MTG AB (publ.)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video networks and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').

Contact us:

press@mtg.com (or Ksenia Kolchina, Head of Communications MTGx; +44 7885 998 544)

investors@mtg.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

Download high-resolution photos: [Flickr](#)

Follow us: mtg.com / [Facebook](#) / [Twitter](#) / [LinkedIn](#) / [Instagram](#)

[MTG's Subscriber Privacy Policy](#)