



DREAMHACK
—BUCHAREST—

2013
SEPTEMBER 13-15

WHAT IS ESPORT?



ESPORTS MEANS PLAYING VIDEO GAMES ON A COMPETITIVE LEVEL

Other terms used frequently to define e-sports on the international scene are: competitive gaming, professional gaming, e-sport and cyber-sport. The game genres that are usually associated with e-sports are: real time strategies (RTS), fighting, first person shooters (FPS), massively multiplayer online (MMOG) and racing. Games are played in competitions at an amateur, semi-professional and professional levels, and some games have their own leagues and tournaments.

WHAT IS DREAMHACK



- DreamHack is the world's largest digital festival and holds the official world record as *"World's largest LAN party"* in the Guinness Book of Records. During 2009 DreamHack reached over 200.000 unique visitors with the live activities around the World.
- DreamHack holds several festivals each year, BYOC Qualifiers and expos. The Spring Season ends with the Season Finals at DreamHack Summer and the Fall Season ends with DreamHack Winter. The major festivals take place during 4 days, 24-7. All of DreamHack's festivals are alcohol and drug free and open to all ages.

ABOUT US



With over 11.000.000 views per month, Computergames.ro is the largest IT and video games portal in Romania and Eastern Europe. Founded in 1998, it's the only website that provides live updates, news and videos for the gaming community.



Unique Visitors – 1.485.435 / month



Pageviews - 11.385.886 / month



Avg. Visit Duration - 00:02:35



Pages / Visit: 3.40



415.000 registered users in the ComputerGames Community



PGL is our media brand used to promote the electronic sports in Romania since 2002. PGL is also the biggest organizer for computer games competitions in Eastern Europe.



Unique Visitors – 280.155 / month



Pageviews - 3.464.382 / month



Avg. Visit Duration - 00:04:21



Pages / Visit: 6.10



158.000 registered users in the PGL Community



USER PROFILE



- Trend setters among friends
- Interested in latest releases

- Willing to try new products
- Eager to discover new features

79% male

87% use internet every day

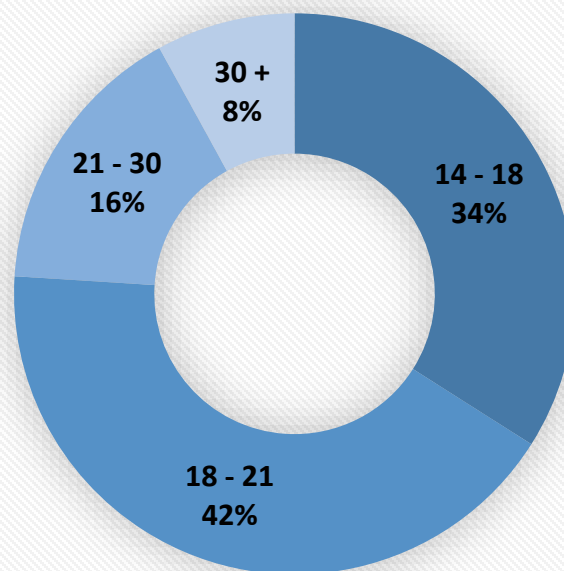
65% own a smartphone

22.5h average time spent on the Internet / Week

EDUCATION

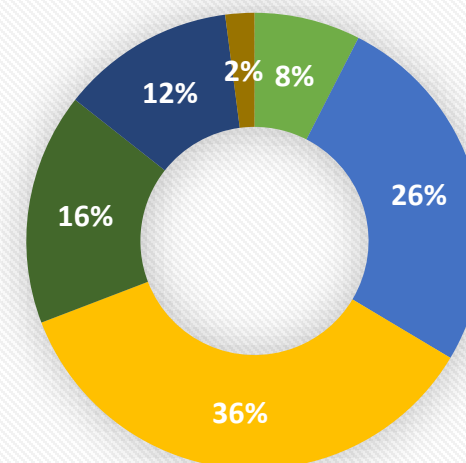
Elementary school	15%
Highschool	45%
University	31%
Other	9%

DEMOGRAPHIC AGE



ANNUAL INCOME

■ Under 3.500 ■ 3.500 EUR ■ 6.000 EUR
■ 8.000 EUR ■ 10.000 EUR ■ Over 10.000



PGLtv

Founded two years ago, PGL TV is the fastest growing online television in Romania. With over 4.600.000 video views, PGL TV is the only Romanian gaming television to provide live coverage of e-sport events, gaming and IT news.



PGLtv

own3D^{tv} 1.951.780 views

- 345 video uploads
- 1225 subscribers

twitch 2.461.100 views

- 368 video uploads
- 941 subscribers

You Tube 305.350 views

- 368 video uploads
- 1771 subscribers

Based on its success so far, PGL TV is already the best gaming broadcasting service in Eastern Europe.



2002 – 2011 EVENTS

2002

- PGL is founded
- PGL becomes WorldCyberGames partner
- Season 1/2/3 for Counter-Strike
- National Finals for WorldCyberGames 2002
- World Cyber Games 2002

2004

- Season 7/8/9 for Counter-Strike
- Season 4 and 5 for Warcraft 3
- National Finals for WorldCyberGames 2004

2006

- Season 7 Warcraft 3
- Season 13/14/15 for Counter-Strike
- World Games Master Romania 2006

2008

- Season 19/20/21 for Counter-Strike
- Samsung EuropeanCyberGames 2008 Romania
- National Final for WorldCyberGames 2008
- WGT 2008 Romania

2010

- Season 24/25/26 for Counter-Strike
- National Finals for WorldCyberGames 2010
- ECG 2010

2012 ↓

2003

- Season 4/5/6 for Counter-Strike PGL
- Season 1/2/3 for Warcraft 3
- ESWC 2003
- National Final for WorldCyberGames 2003
- Euro Cyber Games 2003
- National Final for ESWC 2003 la Warcraft 3

2005

- Season 10/11/10 for Counter-Strike PGL
- Season 1/2/3 for FIFA
- Season 6 for Warcraft 3
- ESWC 2005 Romania
- National Final for WorldCyberGames 2005

2007

- Season 16/17/18 for Counter-Strike PGL
- National Final for WorldCyberGames 2007
- KODE5 Romania
- WGT 2007 Romania

2009

- Season 23/25 for Counter-Strike
- KODE5 România 2009
- National Final for WorldCyberGames 2009

2011

- Season 27/28/29 for Counter-Strike
- Romanian CUP Edition 1/2/3
- Samsung Euro Championship 2011
- National Final for WorldCyberGames 2011
- DreamHack Balkan 2011

2012 EVENTS



ESWC ROMANIA

Event Type: **Online and LAN**

Audience: **Online/LAN event spectators: 10.000/500**

Cash prizes: **15.000 EUROS**

Media coverage: **5 televisions, 4 newspapers, 48 online websites**

Partner sales on site: **over 10.000 Euros, 20% more than expected.**



ROMANIAN ESPORT CHAMPIONSHIP SEASON 1 / SEASON 2

Event Type: **Online and LAN**

Audience: **Online/LAN events spectator (total): 30.000/1400**

Cash prizes: **10.200 EUROS**

Media coverage: **6 televisions, 8 newspapers, 80 online websites**

Partner sales on site: **over 25.000 Euros, 19% more than expected**



IESF ROMANIA

Event Type: **Online and LAN**

Audience: **Online/LAN event spectators: 7.000/300**

Cash prizes: **5000 EUROS**

Media coverage: **2 televisions, 2 newspapers, 27 online websites**

Partner sales on site: **over 5000 Euros, 8% more than expected.**



**MAIN
EVENT**

Huge media impact: **30 national and international televisions, 8 newspapers, 75 online websites**
Partner sales on site: **over 100.000 Euros, 40% more than expected.**

- ✓ **4.800 spectators**
- ✓ **32.000 EUR cash prizes**
- ✓ **30 HOURS** of live video on DolceSport and PGL TV
- ✓ **823.648 TV spectators**

DREAMHACK BUCHAREST 2012



STAGE AREA



SPECTATOR AREA



TOURNAMENT AREA



VIP AREA



DREAM EXPO AREA

DREAMHACK BUCHAREST 2012

ONLINE MEDIA

"Over 2000 people participated so far in the biggest gaming event ever held in Bucharest"

www.medifax.ro

"Bucharest, the host for one of the biggest e-sport events in the world"

www.go4it.ro

"Most important gaming competition ever held in Romania!"

www.itnewz.net

"Biggest gaming event ever hosted in Romania!"

www.wall-street.ro

"DreamHack Bucharest 2012 was amazing!"

www.playtech.ro

"DreamHack Bucharest was a big success for the gaming community!"

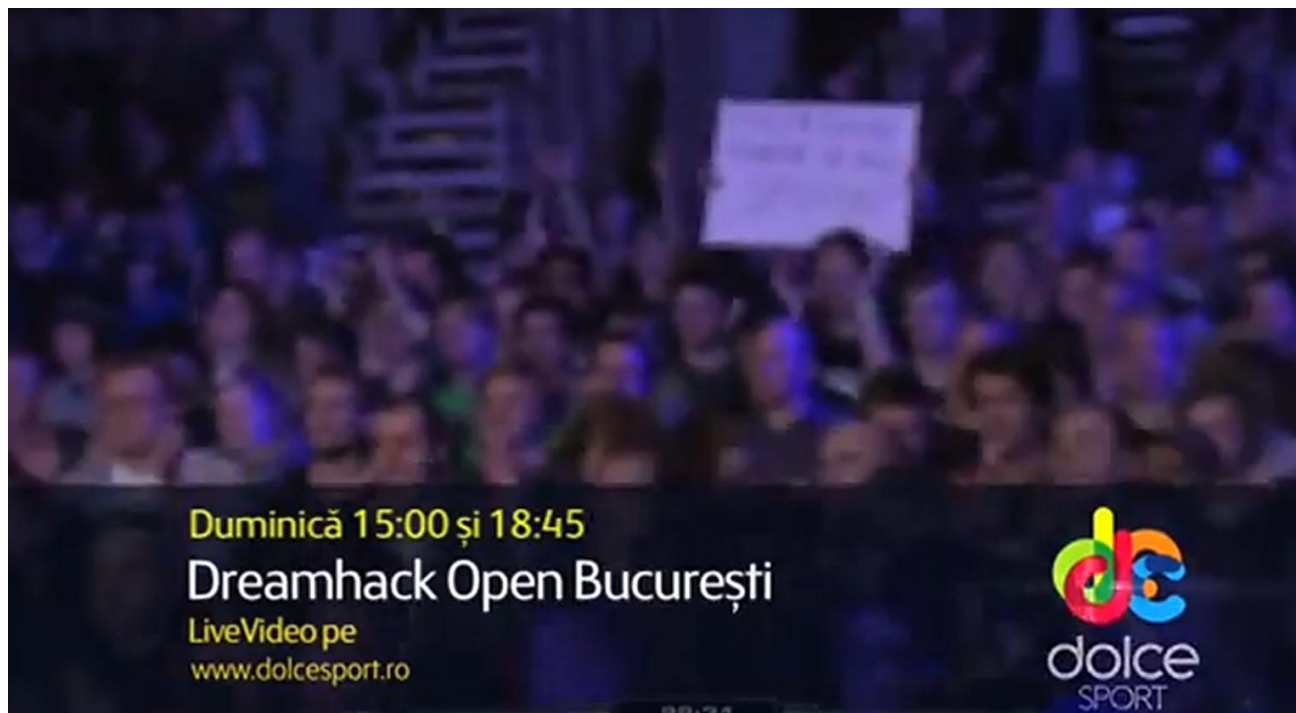
www.gandul.info

"GREAT SHOW!"

www.jurnalul.ro

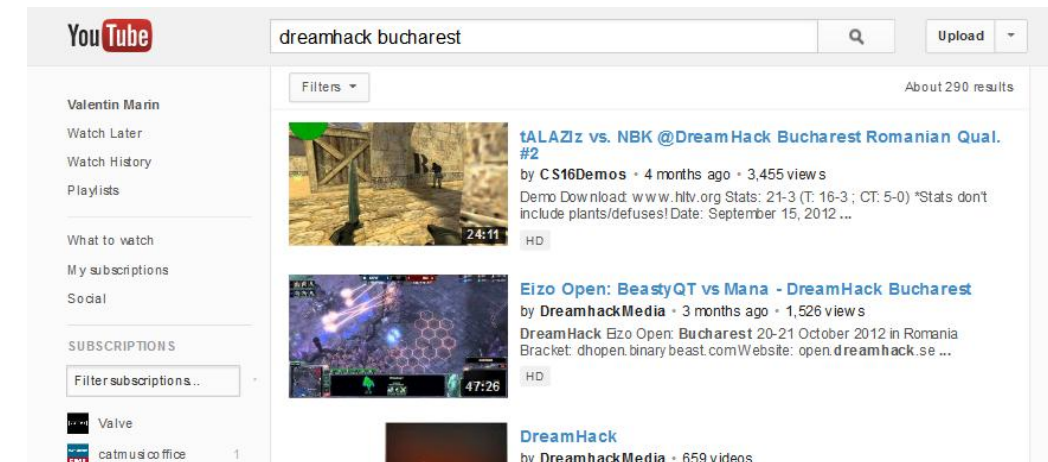
DREAMHACK BUCHAREST 2012

DreamHack Bucharest 2012 was the biggest gaming event ever hosted in Romania and broadcasted live on the cable TV network DOLCE SPORT TV -> <http://www.youtube.com/watch?v=9bzPd1LVc9Q>

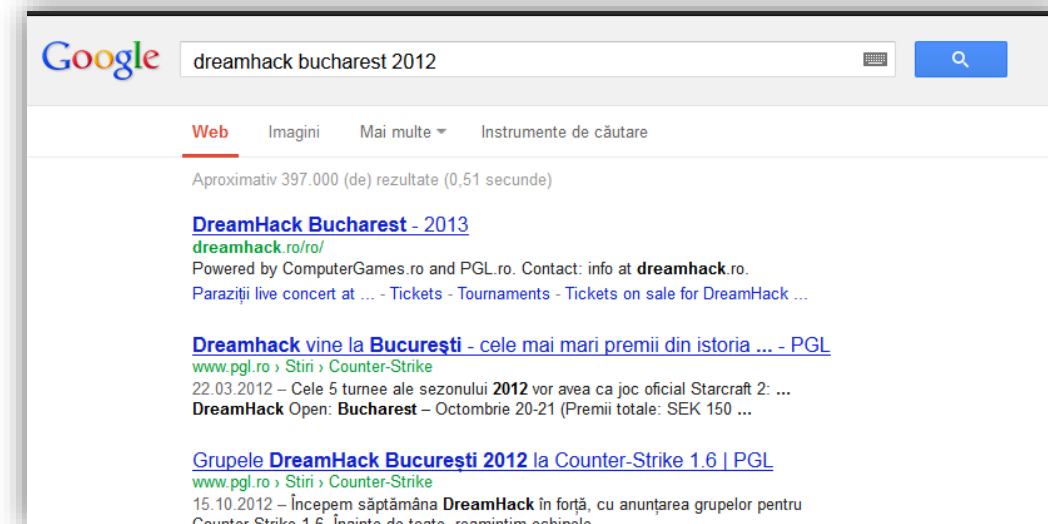


- 14 hours of live coverage on Dolce TV
- Dolce Sport TV audience during DreamHack was four times higher than on a regular day**

290 YouTube results



397.000 Google results



DREAMHACK BUCHAREST 2012

DH ON TV

DreamHack had a huge coverage on the biggest TV stations in Romania: PROTV, A1, DOLCE-SPORT, REALITATEA TV, ANTENA 1, etc.



<http://stirileprotv.ro/stiri/ilikeit/ilikeit-fac-bani-din-joaca-dar-totusi-muncesc-serios-cat-castiga-sportivii-jocurilor-electronice.html>



<http://www.dolce-sport.ro/sporturi/alte-sporturi/livevideo-dolce-sport-2-si-dolcesport-ro-transmit-dreamhack-bucuresti-cel-mai-mare-eveniment-mondial-electronic-de-sport-16035/>



<http://89.41.34.5/stire/ultima-etapa-a-competitiei-internationale-de-sport-electronic-dreamhack-s-a-desfasurat-la-bucuresti>



http://observator.a1.ro/social/Cel-mai-mare-turneu-de-jocuri-pe-calculator-organi_70977.html



http://www.realitatea.net/cel-mai-mare-turneu-de-jocuri-pe-calculator-organizat-vreodata-in-romania-are-loc-in-bucuresti_1035187_video_1269409.html#galerie

2012 PARTNERS

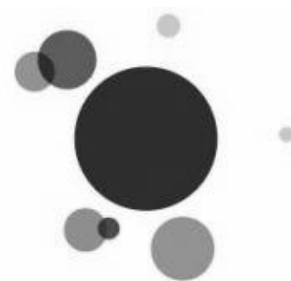


“ Many thanks to our partners for their support in 2012 that helped us to reach our goals!

SILVIU STROIE, CEO COMPUTERGAMES.RO



ROMTELECOM



PHILIPS

mobilPay™



SAPPHIRE



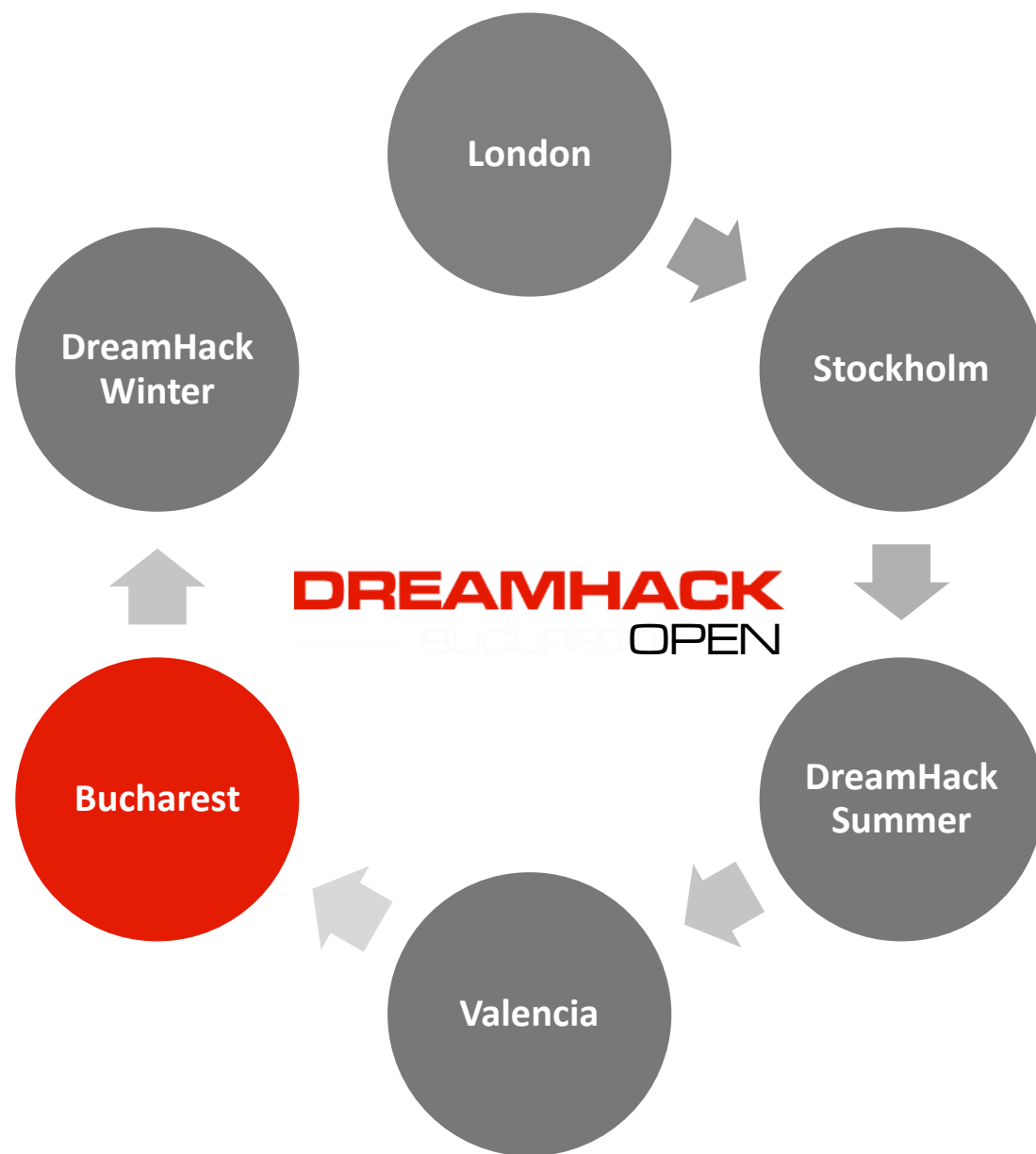
DREAMHACK OPEN 2013



What is DreamHack Open 2013?

- DreamHack's International eSports Championship
- A DreamHack Championship with a total of 6 events and a Grand Final at DreamHack Winter 2013
- Total prize purse: 500.000 EUR
- Open for both Amateurs and Professionals
- Attracts worldwide audience with professional TV-production, broadcasted online free HD (720p)

DREAMHACK OPEN DATES



2013 DATES

- 13 – 14 March – London, United Kingdom
- 26 – 27 April – Stockholm, Sweden
- 15 – 18 June – Jonkoping, Sweden
- 18 – 21 July – Valencia, Spain
- **13 – 15 SEPTEMBER - BUCHAREST, ROMANIA**
- 28 Nov – 1 Dec - Jonkoping, Sweden

DREAMHACK BUCHAREST 2013

For the third year in a row, DreamHack is coming to Romania.

This time, the biggest eSport event ever held in Bucharest will feature over 60.000 EURO in cash prizes. The best players in the world will join us in this amazing event and will be able to share their experiences with each other and the fans.

Visitors will have the chance to meet their idols, ask for autographs, or even to play games with them.



DREAMHACK BUCHAREST 2013-2015 LICENSE



DREAMHACK BUCHAREST 2013



ONLINE

- Top 4 most popular games
- Over 1000 players
- 4 weeks online competition
- Full coverage

LAN EVENT

- 3 days LAN Party Event
- Best international teams
- More than 350 gamers
- Over 8.000 spectators
- Raffles and contests for spectators
- Media coverage (online, newspapers, TV)
- Dream EXPO
- Dream STORE
- Live music
- Press conference

PGL TV

- LIVE coverage
- LIVE interviews
- Shows during matches
- Contests for viewers

DREAMHACK BUCHAREST 2013

ON SITE PLAN

TOURNAMENT AREA

- 4 tournament gaming areas
- Spectators can interact with pro players
- Photo sessions
- Autograph sessions
- Player lounges

DREAM EXPO

- Partner booths
- Partner product testing
- Partner shop
- Partner contests for visitors
- DREAM STORE
- Food/beverages
- BYOC
- Promotional materials

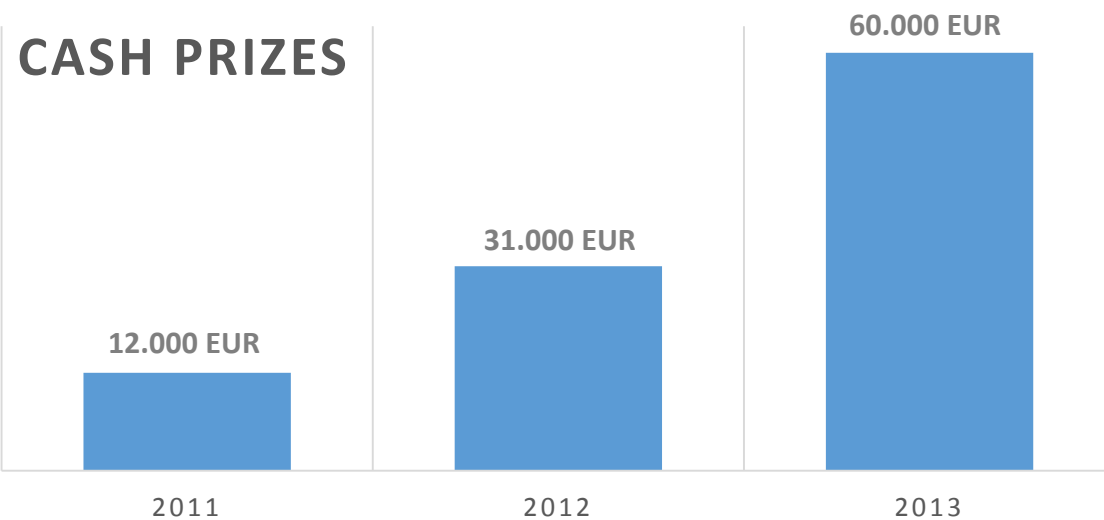
STAGE AREA

- Scene for the final phases for all games
- Awards ceremony
- Partner contests / announcements / raffles during breaks
- Live music
- Press conference

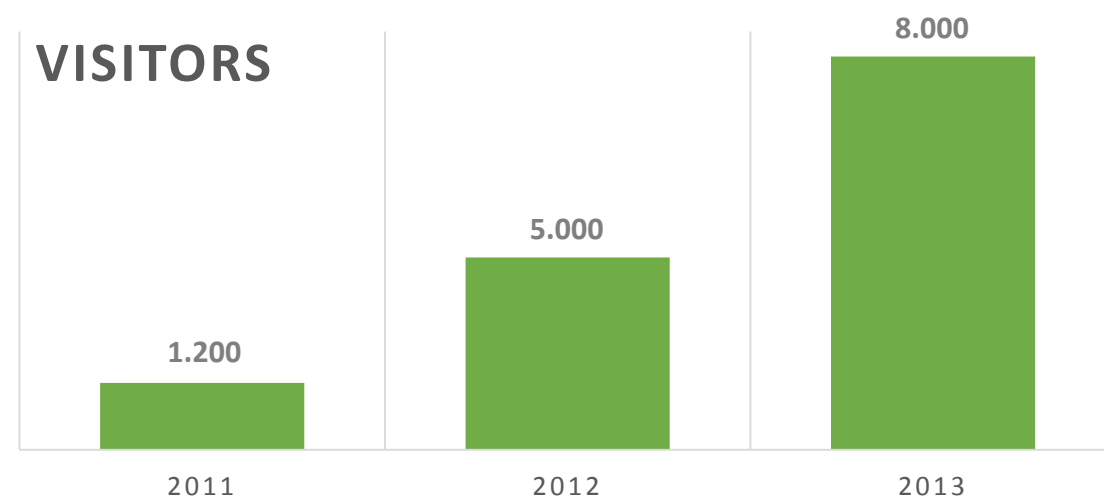


DREAMHACK BUCHAREST 2013

CASH PRIZES



VISITORS



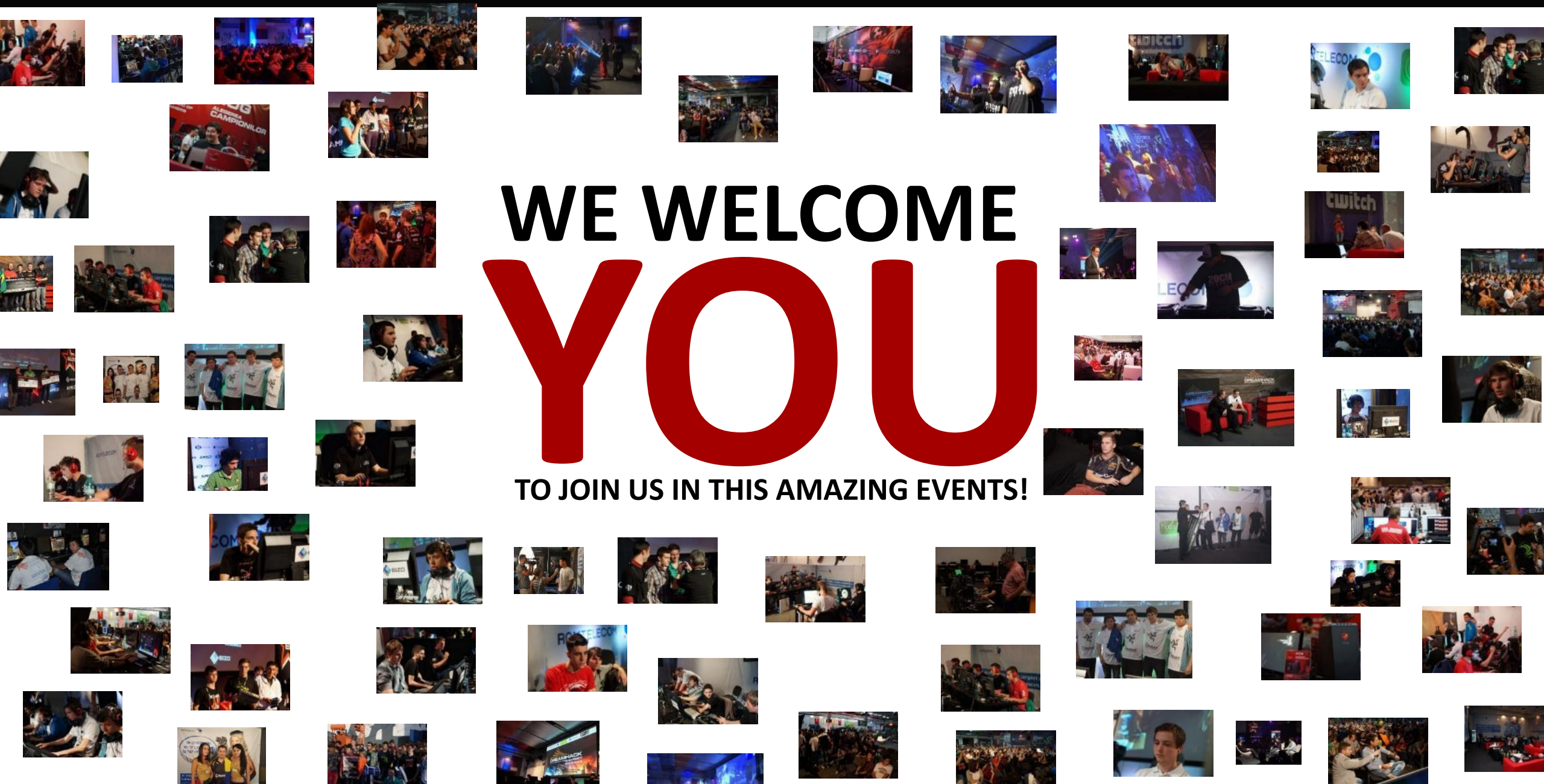
NEW ARENA



6.000 SQM

- 2300 sqm Dream Expo Area
- 8000 visitors
- Fastest Internet connection for a Romanian event

**WE WELCOME
YOU
TO JOIN US IN THIS AMAZING EVENTS!**



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SOCIAL MEDIA



<http://facebook.com/ComputerGames.ro>



<http://facebook.com/PGL.ro>



<http://www.youtube.com/user/PGLLeSport>

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