
The ELEAGUE Major: Boston Delivers All-Time Records & Unprecedented Cross-Platform Engagement

Wednesday, January 31, 2018

ELEAGUE's Second CS:GO Major in Two Years Sets New Twitch Record for Single Channel Peak Concurrent Streams During Epic Grand Final

Turner and IMG's ELEAGUE set new Twitch records and generated unprecedented levels of engagement with its cross-platform content throughout its second Major Championship - **The ELEAGUE Major: Boston**. Sunday's Grand Final of *The ELEAGUE Major: Boston* - Cloud9's historic win over FaZe Clan - generated a peak of **1,130,000 Twitch viewers**, an all-time record for peak concurrent streams on a single channel. This year's record-setting performance surpassed the previous Twitch record set during the ELEAGUE Major Grand Final last year.

Additional highlights from the three-week event - which ended with Cloud9 becoming the first American team to capture a Major Championship - include:

Largest-Ever Peak Audience for CS:GO Major Grand Final

Sunday's Grand Final delivered a peak of more than 1.4 million concurrent streams across all digital platforms globally. *The ELEAGUE Major: Boston* was available in 19 languages across 17 networks worldwide.

ELEAGUE #1 Twitch Channel Throughout Major

ELEAGUE TV was the most-watched Twitch channel during both the New Legends and New Champions stages of the Major, representing seven days of live coverage and outperforming all other programming on Twitch over that period.

83% Growth in U.S. Video Plays for Grand Final

Sparked by American team Cloud9's historic win, *The ELEAGUE Major: Boston* Grand Final generated an increase of 83% in U.S. video plays when compared with last year's *ELEAGUE Major* Grand Final.

Over 2.2 Billion Minutes of Coverage Consumed on Twitch

Fans spent more than 2.2 billion minutes watching live coverage of *The ELEAGUE Major: Boston* on Twitch throughout the course of the event.

ELEAGUE's Social Content Delivers Significant Increases

Content distributed across ELEAGUE's social media accounts throughout *The ELEAGUE Major: Boston* netted triple-digit growth in Twitter video views and a 92% lift in Twitter impressions vs. 2017.

ELEAGUE's Game Command Sets New Single Day Record

ELEAGUE's innovative Game Command video player set a platform record for maximum concurrent viewership during *The ELEAGUE Major: Boston* Grand Final.

Coverage of *The ELEAGUE Major: Boston* will shift to **TBS** for ***ELEAGUE | Road to the Boston Major***, a five-part episodic series set to debut **Friday, Feb. 9, at 10 p.m. ET/PT**. The premiere episode - *The Journey Begins* - will take fans closer than ever before to the intense pre-Major practice session known as “boot camp,” as it tells the story of five teams - including eventual champion **Cloud9** - as they pursue glory at *The ELEAGUE Major: Boston*.

About ELEAGUE

ELEAGUE is a premium esports content and live tournament brand that has aligned with some of the most popular esports titles in the business through its first two years - *Counter-Strike: Global Offensive* - including having hosted two Major Championships - *Overwatch*®, *Street Fighter*® V, *Dota 2*, *Injustice 2*, *Rocket League* and *Formula E*. With a focus on innovative production capabilities, storytelling and exploring compelling narratives surrounding star teams and players, ELEAGUE has generated record levels of engagement with its content and positive reaction throughout the esports community since its launch in 2016.