



Betegy and ESTV Team to Deliver Next-gen Visuals and Fan Engagement for Esports Programming

Esports Entertainment Leader Joins Forces with Leading Provider of Customised Sports-Data Visualisation to Bring Fans into the Action

Los Angeles, CA, and Warsaw, Poland, October 14th, 2021: Two leaders in the burgeoning field of on-screen Esports entertainment content are joining forces to engage fans in unprecedented fashion.

ESTV, the leader in Esports entertainment, has partnered with Betegy, the premier independent provider of personalised sports data and gaming visualization, to drive enhanced value for fans and sponsors across the esports, wagering and overall entertainment markets.

The announcement was made following the Global Gaming Expo (G2E) convention in Las Vegas.

Los Angeles-based ESTV distributes popular esports content on a linear programming schedule, with plans to launch VOD content on a new ESTV+ platform in 2022. Betegy, with offices in Warsaw, Poland, and New York City, will execute all digital marketing and branded social-content distribution for each live event and original series across ESTV's platforms. The companies also will work to identify, secure and activate major brand sponsors that align with ESTV's content and its audience.

"As ESTV distributes the world's best esports content on a linear programming schedule, Betegy will be a foundational pillar executing digital marketing and branded social content distribution from within their innovative platform," said Eric S. Yoon, ESTV Founder & CEO. "Partnering with Betegy's proprietary software to reach beyond ESTV's unique yet key audiences in every niche of the digital ecosystem, ESTV will be able to facilitate marketing on behalf of their content creators while fulfilling unprecedented reach and engagement for said brand partner."

"We are building the bridge between raw data and the viewer, instantly bringing that data to life in order to truly engage the fan and to bring them more deeply into the action," said Alex Kornilov, CEO of Betegy. "ESTV is an innovator and first-mover in the rapidly growing category of esports entertainment programming. We are fortunate to work with a broad range of sports and gaming organizations and contests and an ESTV alliance enables us to demonstrate the powerful impact visualized data can bring to esports programming across screens."

The alliance follows important commercial agreements signed by Betegy, most recently including PokerGO, Germany's Tipico, as well as Parimatch, Bwin and Coingaming.io, as it



continues to bring its EGR award-winning solution to tier-one gaming and sports betting companies worldwide.

Recently ESTV was added to WatchFree+, VIZIO's free streaming service on SmartCast™. The company also signed a global distribution agreement with Europe-based esports company ESE Entertainment, adding an important step in ESTV's global expansion, and forged an exclusive partnership with NFL Alumni enabling an esports event at the 2022 Super Bowl among other collaborations.

More information about ESTV [can be found in this brief video](#).

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About ESTV

ESTV is the first worldwide 24-7 live linear video channel dedicated to esports. Launched in May 2019, ESTV streams live linear feeds and AVOD services, providing round-the-clock coverage of esports athletes and gaming franchises from an insider perspective. ESTV is available on the Roku® Channel (U.S. & Canada), Amazon Fire TV, Samsung TVPlus, Dish® Sling TV, VIZIO, Rakuten TV (Europe), TCL TV (worldwide), ZEASN (worldwide), Hisense Sharp (worldwide), RAD TV (Playstation, Google TV& Android TV), EASY TV (Brazil), Select TV, TikiLIVE, XOD Global(worldwide), and SimulTV in the U.S. and international territories. ESTV is also available on Twitch, YouTube and Facebook. ESTV partners with the world's top gaming networks and production partners for the most robust esports content lineup on linear, online and mobile. ESTV is also an exclusive broadcast partner for esports events for the Department of Defense's Joint Base Lewis-McChord and for NFL Alumni. For more information, please visit www.estv.co.

About Betegy

Betegy is an automated content generation/production system that turns complex sports data into engaging graphics, animations, banners, widgets, and texts. Using machine learning algorithms, the Betegy system provides betting operators and media companies with analytics and data visualization by generating high-quality, personalised content. Betegy clients include major organizations in sports, gaming, television and digital media. Betegy's work and capabilities span the range of sports and gaming, including American football, basketball and soccer, among other events. Betegy is a recipient of an international EGR B2B Award, for Innovation in Sports Betting Software. Learn more at Betegy.com.