

Starcraft 2 Survivor League

Junction of Sport and Reality TV

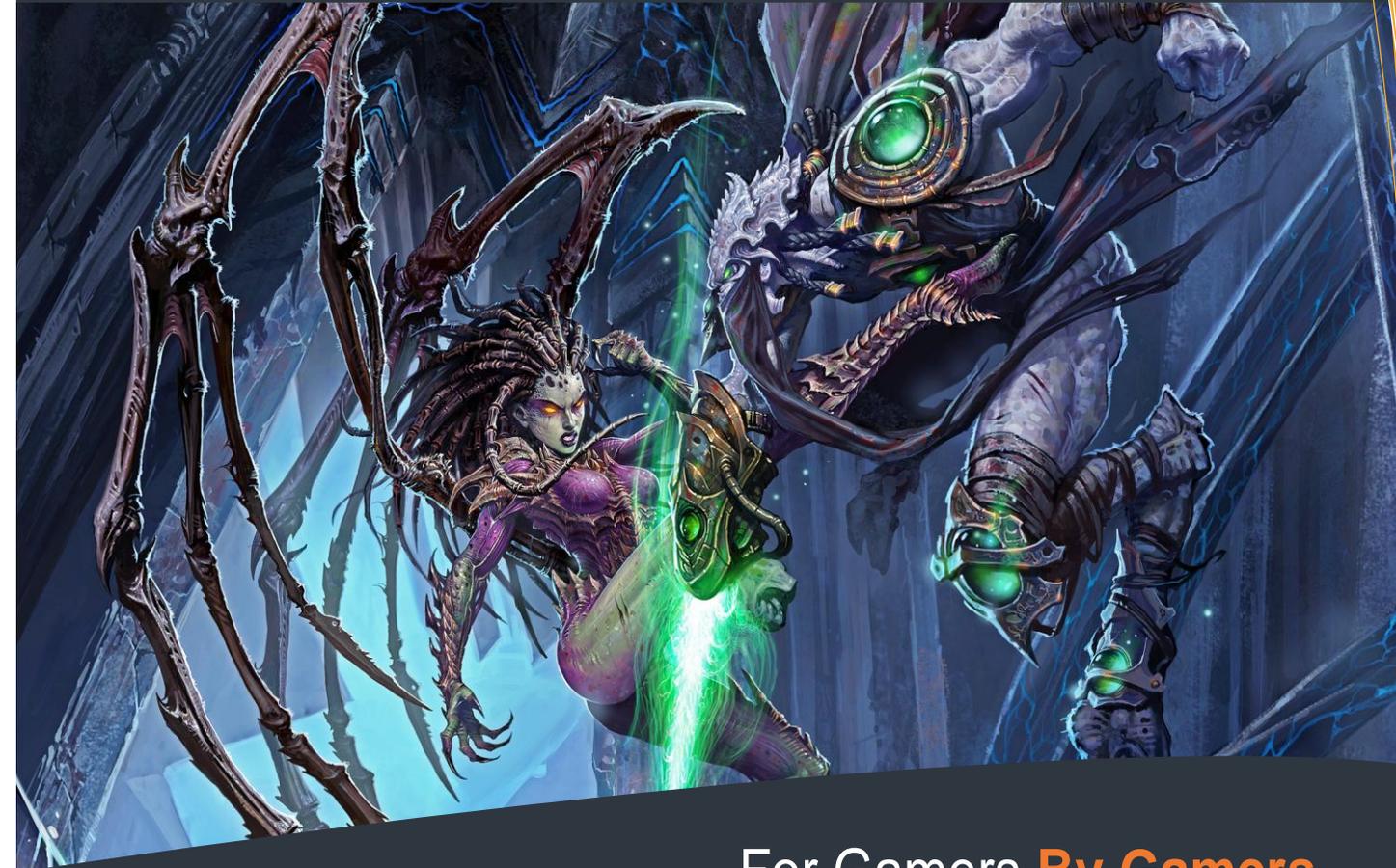
The SC2SL is an online team championship based on the popular blizzard hit Starcraft 2. It is an original live event with each season lasting for at least 3 months. Contrary to other eSports events, matches are always short (approximately 1h30) and played one at a time allowing spectators to follow each one easily.

What makes our league unique is its format which has never been seen in eSports yet. The league is an all kill format, it means as long as a player wins for his team, he will keep playing until he defeats all the players of the opponent team.

This format is a crowd pleaser and made for the show. Moreover, what make our league really unique is that we include the public opinion in the course of a match. When a team loses 3 times in a match, one of the losing will be brought back to play once more and try to save his team.

The “revive” is made trough a live vote of the public on the web site. Much like a reality TV show, the public choices will influence the show.

Last but not least this is an important factor in term of conversion as it transforms viewers of the broadcasts into visitors of the website (fans have to register in order to vote). This is a strong plus for the competition, the website and our sponsors.



For Gamers **By Gamers**

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Season 1: The test Run

Good results with few resources.

A first season was launch quickly in Europe in January 2012 sponsored by Logitech in order to test out the website, our organization and the concept. It has been a rich experience showing that P6E has great abilities in creating online event for eSports fans.

The SC2SL will hold its finals live in the end of May using simultaneous Barcrafts in Berlin and Paris. (Starcraft matches broadcasted in bars with an entry fee).

Statistics of our website from January 19th to March 15th

19 792 visitors
11 200 Unique visitors

76 984 Pages viewed
5:05 minutes by visits

Public relations

Key to success

Community management and social networks

P6E understands the importance of social networking. Focusing on various channels such as Facebook, Twitter and Reddit, we widen our viewership and increase the visibility of our sponsors and partners.

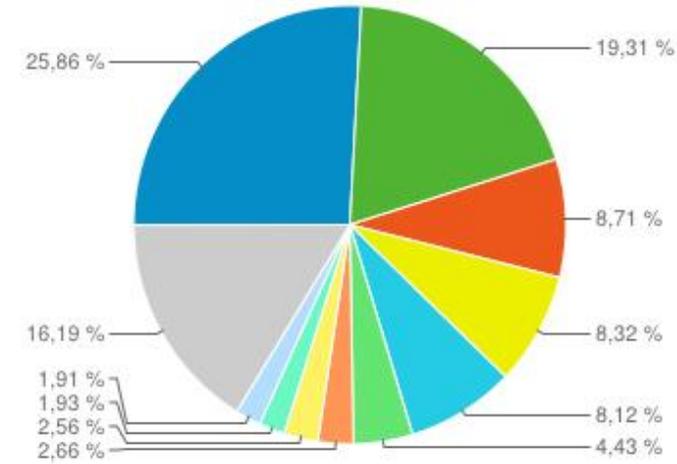
We also understand the importance of blogs and forums as it is a strength any event organizer. The SC2SL has the ability to use the teams and community forums and website to advertise for their contests and partners.

While most of the brands wouldn't be welcomed advertising for their products, the SC2SL messages are on the contrary welcome on those popular community websites.

Live Broadcasting

Bu allowing multiples streamers to broadcast the competition, we managed to build an important viewership. Every SC2SL match is broadcasted in 3 or more languages.

Demographic chart of our platform: SC2SL.com



France	Germany	Finland
Hungary	Russia	USA
Czech Republic	Sweden	Belgium
Denmark	Other	

News coverage

Since the SC2SL is a team centered event, we managed to gather the communities around the various nationalities of the clubs involved in our first season.

Despite having fewer resources than our competitors, we succeeded in creating a keen interest from the community using this angle of attack and hard work.

As a result today the most important eSports news websites in Europe are doing a live coverage of our event trough match tickers and live broadcasts of our matches.

Here are the main eSports websites talking about us. Each one is doing more than 50,000 unique visitors a day.

- (FR) Millenium.org
- (RU) GoodGame.ru
- (DE) MyStarcraft.de

SOME OF THE FORUMS WE USE

- (En) TeamLiquid.net
- (En) GosuGamers.net
- (EN) SC2Sea.com
- (FR) JudgeHype.fr
- (FR) Esportsfrance.com

CASTERS WE WORK WITH

- (DE) Mori (Mystarcraft.de)
- (DE) MrPink (MrPink.TV)
- (EN) Mouz.Kaeleris
- (EN) ImbaTV
- (HU) SC2.HU
- (CZ) PlayZone.CZ
- (FR) LWL (Millenium.org)
- (FR) Yogo (Millenium.org)
- (FR) Event 2 Give
- (FR) Starcraft2France.fr
- (RU) Knoxville (Goodgame.ru)
- (RU) Miker (Goodgame.ru)
- (EN) eSahara.net

WEBSITES TALKING ABOUT US

- (FR) Team-aAa.com
- (FR) EsportsFrance.com
- (DE) Readmore.de
- (RU) Proplay.ru
- (EN) Gosugamers.net
- (CZ) Playzone.CZ
- (EN) Esahara.net

Season 2: The empowerment

Expanding to the US and growing in Europe.

After a good first season, the SC2SL is now decided to expand. Leaning on strong bases, a good team of experienced admins and a fully functional website, the SC2SL will open for its second season starting in June a US division. With a US and a European division, the SC2SL will provide entertaining contents for Starcraft fans without discontinuance.

With two different divisions, open qualifiers for the teams and an already good first season. The SC2SL season 2 is due to meet an important success. We can fully expect a growth of three times everything we have known so far for the first SC2SL season.

Pool 6 Entertainment Long-term vision.

Our company

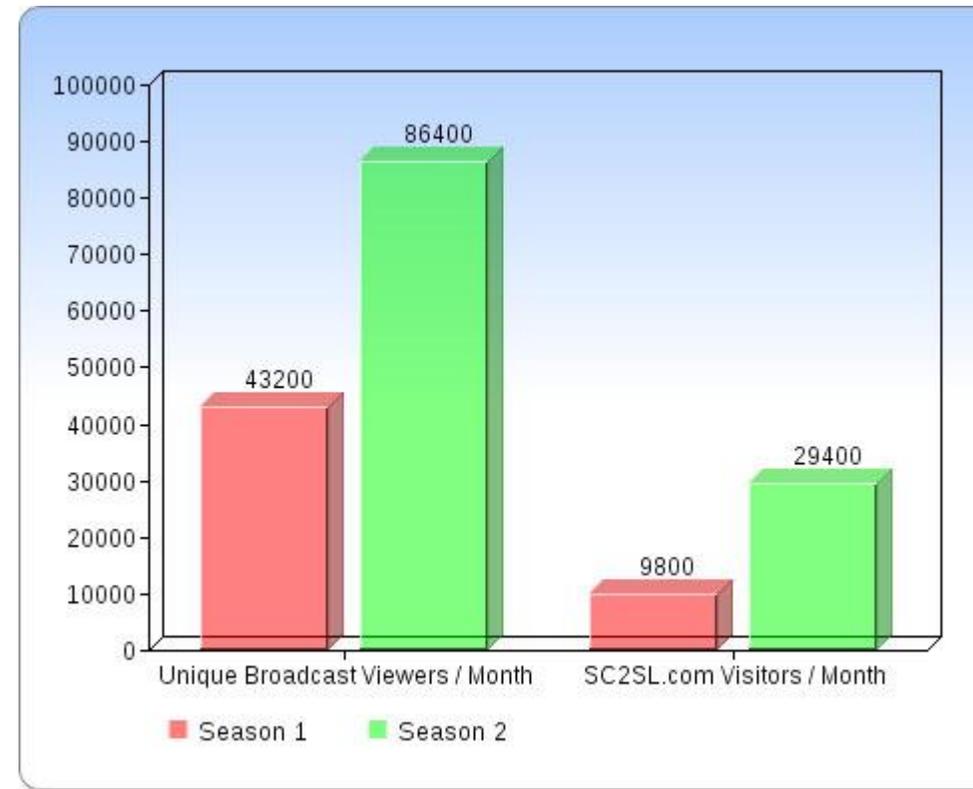
P6E is a young company created at the early 2011 by Boris Rieunier and Mael Corson, two recently graduates of Master Degree in Political Science and Economics and Management. P6E leans on these two dynamic executives implicated in electronic sports for more than 10 years.

Successively players, managers or administrators, they gathered a unique experience and knowledge of this specific environment. They have soon been rejoined by Michael Darmousseh, an engineer specialized in ruby on rail technology and server administration and Perreira Guillaum, an experience league administrator.

Pool 6 Entertainment has a business model planned 2 years ahead. While Starcraft 2 will remain the centerpiece of our activity, we plan on launching in a few months a League of Legends competition with the same idea of producing original and interesting content for the fans. broadcasted in 3 or more languages.

In the year to come our main goal is to launch our own gaming platform offering a continuous flow of quality content for the eSports fans. In the medium term we plan on using a freemium model selling monthly premium membership to access high quality and unique content.

Season 2 Forecast



Increase your brand awareness and ROI

By investing in our company you make the choice of getting closer to the gamers. We make sure to increase your visibility in the most important gaming communities using various tools such as: contests, ads, newsletter promotions, spots during the broadcasts or inclusion of your logo in our press releases.

More than brand awareness, we can integrate affiliates shops on our websites to generate revenue for you.

P6E is looking for partners

Contact us now

and be part of a unique eSports event!

FIND US ON INTERNET

SC2SL.COM

P6E.ORG

CONTACT US

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