



ESPORTS BAR MIAMI TRANSFORMS TO DIGITAL PLATFORM ESPORTS BAR+ AMERICAS

Paris, 15 June 2020 – Reed MIDEM, organiser of Esports BAR Miami, the world's esports business arena, today announces that the 2020 edition will be a digital experience with the launch of Esports BAR+ Americas taking place online September 22-25.

Due to concerns related to Covid-19, the physical Esports BAR Miami, originally scheduled for September 22-24, is cancelled and will return in 2021.

Esports BAR Director, Arnaud Verlhac, explains the thinking behind Esports BAR Miami's digital transformation, *"The health, safety and wellbeing of our clients and partners is paramount. Operating within the current, unprecedented circumstances we are all facing globally, we decided that the migration of our physical event to a digital experience was essential. Esports BAR has been connecting the global esports business world since 2017. Our decision to continue with an international event in a digital format, reflects our commitment to keeping the esports B2B community informed, engaged and enthusiastic."*

The Esports BAR+ Americas digital service will include:

- A targeted networking platform to enable 1-to-1 business meetings. Users will receive personalised recommendations based on their matchmaking preferences and can then propose virtual 1-to-1 meetings or chat conversations and share presentations with their chosen contacts.
- Exclusive content and data to help esports specialists develop their business.
- Access to online conferences on topics ranging from data, tech, monetisation, investment and sports' interaction with esports.
- Content that will focus on the esports business in the Americas and that will also include information from other markets.

"By definition, the esports community is very comfortable in the digital world. So taking Esports BAR Miami online is a logical move if we cannot meet face-to-face. In the coming weeks we will be providing more details of the content we are developing for Esports BAR+ Americas and unveiling the incredible roster of speakers who will share their experience and insights. Esports BAR in Cannes and Miami, have been incredibly fortunate because of the support we've had

from the leaders in this exciting entertainment sector. Now we want to contribute to the growth of esports while respecting the 'New Normals,' says Arnaud Verlhac.

About Reed MIDE M - Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDE M in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happendite in Milan, and MAPIC India in Mumbai for the retail real estate sector. www.reedmidem.com

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