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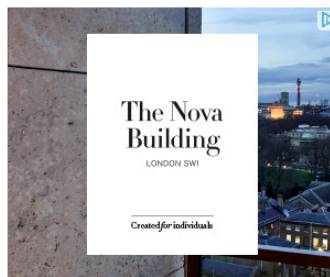



YouTube Inks Deal With FACEIT To Stream Esports Championship

March 16, 2017 - Written By [Justin Diaz](#)

YouTube has reached a deal with FACEIT to stream the Esports Championship Series giving YouTube more clout in the competitive gaming arena. While neither YouTube nor FACEIT have publicly opened up about any of the financial terms relating to the deal between the two companies, it was disclosed that YouTube will have exclusive rights to stream the Esports Championship Series games such as Counter-Strike: Global Offensive. ECS in their official announcement have also mentioned that this will be a multi-year deal which means that YouTube will be the home for the ECS for the next few years.

ECS streaming on YouTube kicks off on March 25th and will begin with the ECS Promotion Matches, and users who are interested in watching will be able to see all of the matches live on the new and official ECS YouTube channel. Perhaps surprisingly, the matches will be accessible on YouTube as opposed to YouTube Gaming, which seems like it would have also been a perfect fit. The partnership between FACEIT and YouTube will offer viewers the opportunity to access unique and exciting features like instant playback so they can re-watch some of their favorite moments during a match, and video streaming will be available with a bitrate of 1080p and 60 frames per second, which means viewers should be able to expect some really high-quality streams for an enjoyable experience.



FACEIT doesn't go into too much detail about it but they also mention that part of the deal includes future integrations between them and YouTube, and that they will be unveiled on both YouTube's platform as well as FACEIT's competitive gaming platform. For ECS champions, this partnership poses as a great opportunity for them to grow their YouTube fanbase, as YouTube will be "actively working" with players in the ECS league to assist them in boosting their audience, which should also happen naturally now that the ECS will be streaming on YouTube's massive video streaming platform. This deal is huge for YouTube who has started branching out into the world of competitive gaming by streaming the [King's Cup](#) Clash Royale Tournament, but up until now they haven't had as much of a presence as other streaming platforms that have deeper roots in the competitive gaming sector such as [Twitch](#).

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