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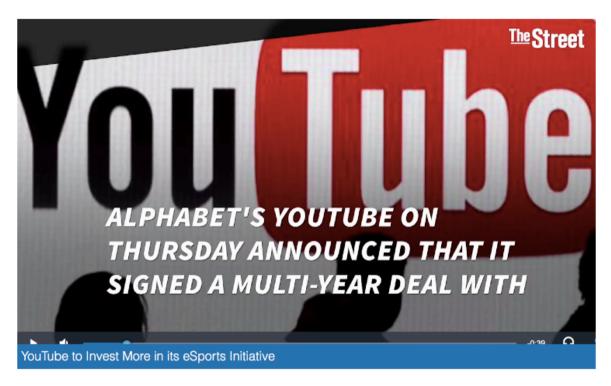
5 Things You Must Know Before the Market Opens Thursday

YouTube Bets Big on eSports



Giovanni Bruno Follow Mar 16, 2017 12:33 PM EDT

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Alphabet's (GOOGL) YouTube on Thursday announced that it signed a multi-year deal with eSports platform FACEIT to stream the Esports Championship Series, its competitive gaming league.

The move is YouTube's latest within the business of competitive gaming, where players compete in virtual games for prize money.

While financial terms have not been disclosed, "this is definitely our biggest investment in this space overall," YouTube's head of global gaming, content and partnerships, Ryan Wyatt said.

(Alphabet is a core holding in Jim Cramer's charitable trust Action Alerts PLUS. See all of his holding with a free trial here.)

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