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## YouTube acquires exclusive rights for ECS

Andrew Robichaud, TSN.ca Staff



Esports Championship Series, Jesse Arroyo/ECS

YouTube has joined forces with gaming platform FACEIT and acquired the exclusive broadcast rights for the Esports Championship Series, the organization announced.

The Counter-Strike: Global Offensive league is in its third season and will begin streaming on YouTube with promotion matches on Mar. 25.

"YouTube offers fans of the ECS an unmatched online viewing experience," Chief business officer and co-founder of FACEIT Michele Attisani said in a press release. "YouTube is by far the most watched platform for gamers in the world and continues to innovate and lead on video technology, making it a great place of us to call it our new home for the Esports Championship Series".

ECS was created by FACEIT in tandem with Twitch in January 2016. While the gaming platform did not reveal the reason behind the change in broadcaster, it did promise an improved experience for esports enthusiasts.

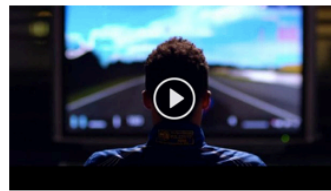
"The partnership between FACEIT and YouTube offers fans of competitive gaming a distinct opportunity to enjoy their favorite sport like never before," the release read. "With YouTube's unique features and advanced video technology, and FACEIT's world class competitive gaming platform, users will see key features including high bitrate 1080p 60fps live video, instant playback to relive those unforgettable moments, and advanced future integrations that will be unveiled within both the YouTube video platform and the FACEIT competitive gaming platform."

For YouTube, the acquisition gives them exclusive broadcast rights for two of the biggest CS:GO leagues in the world. The streaming giant acquired the rights to the ESL Pro League Season 5 and 6 in January.

"This is our most significant investment into esports to date," Global head of gaming content at YouTube Ryan Wyatt said in the release, "and illustrates our continued commitment to growing esports with the hundreds of millions of gamers watching YouTube each day."



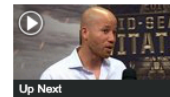
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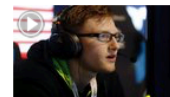
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