

ECS Boss on the Transition to YouTube: "Viewership was way higher than we expected"

NEWS // CS:GO // By Dustin Steiner // 1 mo ago



Yesterday, Faceit held a press conference to announce that Esports Arena would be the new home for online broadcasts of the ECS, as well as their partnership with Genius Sports for integrity checks. After the press conference, there was a section for Q&A - while most of it was covered by our earlier articles, they dropped an interesting tidbit on one of the year's [biggest broadcast rights stories](#).

One of the biggest questions asked after the Esports Championship Series moved over to YouTube was "will viewership suffer?" According to Faceit CBO Michele Attisani, the answer is: not as much as we think it did.

When asked about when the viewership might make the transition from Twitch to YouTube, Attisani said the following when speaking during yesterday's ECS press conference:

"That's one we've been asking ourselves as well. The community is very used to watching esports on Twitch. We've been doing some broadcasts and producing content already...viewership was way higher than we expected to start with. We are still building our presence on YouTube. Historically we've never been really active on YouTube, so our starting numbers were not that great. I think that over time, as I mentioned before, there will be an opportunity to grow even further because we're just not targeting our traditional fans anymore; we have an opportunity to reach and target a new audience. Gaming is one of the biggest verticals on YouTube globally. YouTube is the platform with the most gaming content consumed globally."

The question is, how will ECS do that? One of the key points driven home repeatedly during the ECS press conference was that of community engagement. They will make more videos focused on the community and adopt a more casual style to their broadcast that they feel will resonate more with their fans.

Additionally, hosting at Esports Arena gives them another avenue to get *Counter-Strike* fans interested. They'll host viewing parties, opportunities to meet the casters and crew of ECS, as well as midseason events that will coincide with the ECS season.

ECS kicks off their third season on April 14, exclusively on the [Faceit YouTube channel](#).

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