



BUSINESS

NBC Sports Group To Launch eSports Tournament

by David Lieberman

• June 21, 2017 8:20am



Do **eSports** fans need or want another tournament? Comcast’s NBCUniversal is about to find out. It says today that **NBC Sports Group** this summer will introduce what it calls the “first-ever 2v2 international Rocket League tournament” using the FACEIT gaming platform. It also will tap Comcast’s “regional, national and international assets” as competitors vie for a \$100,000 prize pool.

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Regional finals will be live-streamed on the NBC Sports app and Telemundo En Vivo app on August 5-6 and August 12-13. Some NBC Sports Regional Networks will air the final hour of coverage from each of the Regional Finals.

NBCSN will show the Grand Finals, with 16 teams, on August 26-27. They’ll also air on Syfy in the UK, Germany, Australia and “multiple countries across Latin America.”

VOD content from the finals will appear on digital and social channels for NBC Sports Regional Networks, NBCSN, Telemundo Deportes, FACEIT and Rocket League.

“It all begins with NBC Sports Regional Networks, allowing us to super-serve eSports fans the same way we serve traditional sports fans,” says NBC Sports Ventures SVP Rob Simmelkjaer. “We are also excited to be adding Telemundo Deportes, given that the growing Spanish-language audience is an engaged, committed group of gamers. Further, there will be an international component with the broadcast of the Grand Finals on Syfy in the UK, Germany, Australia and multiple countries across Latin America.”

Teaming with FACEIT and San Diego-based game studio Psyonix, he adds, “will provide a unique opportunity for gamers across the United States and Europe to participate in Rocket League at the highest level, and reach more competitors than ever before.”

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8 Comments

• on Jun 21, 2017 8:46 am

Why is it called Esports? The participants aren’t athletes. There is nothing sporty about the activity. It should be called Egaming. I bet the gamers probably call themselves athletes too, lol.

• on Jun 21, 2017 5:14 pm

Sport is defined as “an activity involving physical exertion and skill in which an individual or team competes against another or others for entertainment.”

This means that, as it stands, eSport is technically a correctly-fitting name.

Many players I know of that are on top teams (I’m speaking from Rocket League here since this is about the biggest scene I’m “involved” with), do not refer to themselves as Athletes, as it just doesn’t sound proper.

• on Jun 22, 2017 7:03 pm

you are a dumbass dude I bet you couldn't do a 1/4 of what they can do

• on Jun 27, 2017 6:15 am

^^^^^^^^^^ you know this dude's garbage at rocket league.

Paul • on Jun 21, 2017 2:20 pm

This is good news, but I hope it won't just be one type of gaming. It would be nice to see some Elder Scrolls.

skdursh • on Jun 23, 2017 12:39 am

Uh, what about Elder Scrolls is competitive? This is an eSports tournament, not a friggen let's play dude.

• on Jun 25, 2017 5:22 pm

I'll join up, ranked in the top 10 for PA doubles I'll gladly play for my state..

• on Jul 9, 2017 12:46 pm

How do you join?



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