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Business / Rocket League

## NBC to broadcast \$100,000 Rocket League tournament

The broadcaster says esports has been "tough to ignore."

[Callum Leslie](#)

Morning Editor



Image via Psyonix

NBC Sports is the latest traditional broadcaster to get on board the esports bandwagon.

NBC is bringing *Rocket League* to its network of channels starting next month with a massive \$100,000 open tournament, the network announced today through the [Wall Street Journal](#). The tournament is part of a partnership between NBC Sports, competitive platform FACEIT, and *Rocket League* developer Psyonix.

Qualifiers will begin in July, with the tournament itself being broadcast on regional NBC Sports channels in August on weekends. The closing stages of the tournaments will be shown on NBC Sports proper and, according to the announcement, on broadcasters in "several countries abroad."

Rob Simmelkjaer, senior vice president of NBC Sports Ventures, said that esports had become "tough to ignore" when examining potential new broadcasting opportunities.

Broadcasters and advertisers alike are hotly pursuing the [esports audience](#). Esports fans are younger, more tech savvy, and very engaged in what they follow. Crucially, many of them are disconnected from traditional television and media, making them very hard to reach.

The report quotes an analyst from financial services firm Cowen & Co, saying that a "tier 1" esports event has yet to be broadcast on traditional television. This is despite the announcement mentioning Turner Sports' ELEAGUE and ESPN's previous coverage, which included the *Dota 2* International being broadcast on ESPN3 in 2014—both of which would certainly be considered "tier 1."

*Rocket League* had a moment of Twitch popularity last year, but it has fallen somewhat short of establishing itself as a major esports in that short window. Developer Psyonix did partner with Twitch to create the Rocket League Championship Series (RLCS), with [\\$2.5 million](#) on offer in a growing circuit of events this year.

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Nov 6 2017 - 4:03 pm

Business / Complexity Gaming

# Dallas Cowboys owner Jerry Jones buys CompLexity Gaming

The controversial NFL owner now has an esports franchise.

[Callum Leslie](#)

Morning Editor



Photo via [Keith Allison](#)/Flickr (CC BY-SA 2.0)

Dallas Cowboys owner Jerry Jones and real estate magnate John Goff have purchased a majority stake in the CompLexity Gaming esports organization.

The Jones family and Goff's Goff Holdings company will act as the majority owners of the company, with CompLexity CEO and co-founder Jason Lake staying on his position and retaining a minority interest.

As part of the deal CompLexity management, as well as their *Counter-Strike: Global Offensive* and *Dota 2* teams, will move to a new base Frisco, Texas. According to the team's announcement, it will build "a state-of-the-art operations center and global headquarters" at the new location.

While CompLexity have previously fielded teams in games like *League of Legends* and *StarCraft 2*, the team's website currently only lists *CS:GO*, *Dota 2*, *Hearthstone* and *Gwent* rosters. In recent years CompLexity has struggled for success in top tier esports titles, and will be hoping this new investment leads to a renewed strength.

The team was founded in 2003, making it one of the oldest teams still currently in existence.

"Esports are a \$700 million industry growing over 40% annually for the foreseeable future with viewership numbers surpassing many major, traditional sports," Goff said. "Acquiring an iconic organization in partnership with the owners of the most valuable sports franchise in the world made for an ideal investment partnership. The sponsorship and marketing might of the Jones family and character and tenacity of Jason Lake are second to none. We could not be more excited to be a part of such a collection of talent."