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# FACEIT Partners With Ubisoft To Run 'Rainbow Six Siege' Esports



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*Covering esports and influencers across the world.*



FACEIT has partnered with Ubisoft to run Rainbow Six esports? CREDIT: FACEIT

FACEIT has announced a new deal with Ubisoft that will see the two companies work together on *Rainbow Six Siege* esports in North America.

The deal, which lasts for multiple years, will see the two work together on all areas of the NA scene including data integration, media rights and event production, content and grassroots programs.

The most noticeable area for fans will be in terms of event production, as FACEIT will manage all competitions including the recently revealed *Rainbow Six* North American League and its offline US Division LAN

program, all *Rainbow Six* Majors in North America, as well as the US and Canada Division Challenger Leagues.

“We are incredibly excited to partner with Ubisoft and to help develop the *Rainbow Six* Esports structure in North America. This full service partnership will see us merging all verticals of what FACEIT has to offer,” said Michele Attisani, Co-Founder and CBO of FACEIT. “Developing competitive ecosystems has always been a core objective of FACEIT as we recognize that this is vital for building sustainable esports programs. FACEIT has always focused on delivering entertaining content for fans and opportunities for players of all levels and this is exactly what we are looking to achieve for the *Rainbow Six* community.”

“It’s fantastic to see Ubisoft's commitment to developing the ecosystem,” adds Attisani. “*Rainbow Six Siege* is one of the fastest growing esports but to maintain this success it’s vital that it carries a robust structure. Creating a full competitive landscape for an esports takes time so over the next few years our focus will be twofold, creating an entertaining product with stories that will build a stronger connection across tournaments, pro-players and fans while also creating a path to pro, a new aspirational layer for up-and-coming talent, providing more opportunities and experiences for the *Rainbow Six* community at large and not just at the professional level. We’re excited to be able to work across the entire North American landscape and to help *Rainbow Six Siege* esports thrive”

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FACEIT will also create an FPL league for *Rainbow Six Siege*, which is an online pick up league exclusively for the very best players in the world. In

other titles such as *CS:GO* it has been responsible for discovering multiple players who have gone pro, so should help the path to pro in the world of *Rainbow Six*.

“When we set out to create the new *Rainbow Six Siege* North American League, we searched high and low for a partner that could hit the aspirational editorial and production quality we required for an offline league,” said Che Chou, Senior Director of Esports for Ubisoft. “FACEIT stood out as an obvious choice given their deep industry experience and impressive content portfolio. Combined with their robust tournament platform, FACEIT brings the complete package of production expertise and technology to elevate *Rainbow Six* esports to the next level.”

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