



SBD/June 21, 2017/Media

NBC Sports Getting Into Esports Space, Will Broadcast "Rocket League" Event This Summer

Published June 21, 2017

NBC Sports today announced it will "televise an esports tournament later this summer" with an event "built around a popular quirky game called 'Rocket League,'" according to Sarah Needleman of the WALL STREET JOURNAL. NBC Sports Ventures Senior VP Rob Simmelkjaer said that the company is "investing in the low millions of dollars on the initiative." Simmelkjaer: "We look at emerging areas of sports. Esports has been something tough to ignore." ESPN and TBS have "aired esports for more than a year, to modest ratings." Like ESPN and TBS, NBC Sports "plans to live stream its tournament online as well to reach as many viewers as possible." NBCSN hopes to "differentiate its esports broadcast from the usual shooter or war-battle games with 'Rocket League,' a mashup of soccer and auto racing that was a top seller" on the PlayStation store last year. After a round of qualifiers in July, TV coverage will "kick off on weekends in August on the regional networks." The tournament will "conclude with a championship aired on the national network and in several countries abroad." NBC Sports also "plans to open its tournament to people of all skill levels in the U.S. and Europe, rather than just professional teams." The "total prize pool is \$100,000" ([WSJ.com, 6/21](#)).

Related Topics:

[Media, NBC](#)

[Return to top](#)