



Turtle Entertainment
the eSports Company

Background Information

A new sport emerges: eSports

During the last few years a new trend has formed in Germany's youth that fascinates millions in countries like the United States and South Korea: Gaming as a professional Sport.

What is eSports?

The term eSports (short for electronic sports) labels competitive playing of computer and/or video games in multiplayer mode. eSports understands itself according to the classic definition as a fully-fledged sport, which requires skill (hand-eye-coordination, reflexes) as well as a full tactical grasp (game overview, game reading).

The Beginning

Everything started in the mid-nineties with LAN-Tournaments – Tournaments, where up to 2000 players met dragging their own PC to huge halls to determine over the course of a weekend who was best in certain disciplines – or computer games.

However this trend surpassed the local boundaries long ago through the spreading of fast Internet connections: In the meantime professionally built and managed leagues evolved, in which the so called "clans", the teams, compete.

Trendsetter Asia – Regional Differences

The "Gaming countries" China and South Korea lead the way and recognized electronic Sport as an official Sport.

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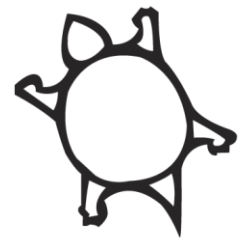
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Russia and Sweden awarded official status to this phenomenon too, in Sweden Gaming is the second most favored Sport. The most successful eSports-Clan "SK Gaming" is a star in Sweden, and can be watched on TV regularly.

The United States are not as far yet, but eSports tournaments with prize money of up to 5,000,000 US-Dollar attract players from all over the world, and guarantee high media presence.

eSports in Germany

In Germany a handful of enthusiastic Gamers started the company Turtle Entertainment in 2000, and shortly thereafter a professional league came to life. As a result they created a professional basis for eSports made in Germany: The Electronic Sports League.

With a community consisting of over 2,400,000 registered members and a professionally positioned and organised game and league system including over 3,500 leagues from any known genre, the Electronic Sports League is the largest and most important league for professional gamers in Europe.

In the Premier League of the Electronic Sports League, the ESL Pro Series, the best German players and teams compete for a prize money of 260,000 Euro yearly.

Professional players also appear in front of live audience at the so called "Intel Friday Night Games", in well chosen locations all over Germany. Just as in a soccer game hundreds of fans come out to experience and support them. Turtle Entertainment alone has paid almost 4,00,000 Euro as prize money during the last years.

In 2007 Turtle Entertainment started airing ESL TV. An IPTV station focused only on broadcasting eSports and ESL content.

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Meanwhile the Electronic Sports League is active all over Europe.

Another base for professional eSports in Germany was laid through the establishment of an umbrella organization. The German eSports Federation represents and supports the interests of about two million eSportsmen in Germany.

Online Gaming Figures & Facts

- fastest growing segment of the entertainment industry
- Action game „Counter-Strike“ is played more than 114 million hours each month world-wide
- OECD estimates the Volume of the online gaming market for five billion US Dollar in 2005. (Datamonitor)

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