



## BenQ Zowie eXTREMESLAND 2017 ANZ Qualifier attracts over 160,000 unique viewers online as Kings Gaming Club take 1st place

Kings Gaming Club to represent Australia & New Zealand in Shanghai, China for the BenQ Zowie eXTREMESLAND Finals and a share of \$100,000USD

SYDNEY, Australia, 12th September, 2017 – Australia & New Zealand's top four Counter-Strike: Global Offensive teams took to the stage at the ESL Australia studios on Saturday last weekend for the ANZ LAN finals of the BenQ ZOWIE eXTREMESLAND Tournament series.

The finals opened up with an exciting series between Athletico and the Chiefs Esports Club which saw the Chiefs fall to Athletico 2-1 (12-16 Mirage, 16-6 Train, 14-16 Nuke) in their first appearance at the ESL Studios since IEM Sydney. In the second semi-final between the Kings Gaming Club and Grayhound Gaming, the Kings took out the second semi-final in another close 2-1 (16-11 Nuke, 14-16 Mirage, 14-16 Inferno) to advance to the Grand Final against Athletico. Despite their earlier result against the Chiefs, Athletico were unable to continue their form, with Kings taking the final series in two maps (16-3 Overpass, 16-6 Train), earning their place as the representatives of the ANZ region for eXTREMESLAND.

The Kings Gaming Club will next fly to China to compete at the BenQ ZOWIE eXTREMESLAND live finals in Shanghai, for a prize pool of \$100,000USD from October 19th through 22nd.

### Online Viewership, Social Media Engagement

Fan engagement throughout the eXTREMESLAND Finals generated 2,234 tweets on social media, with more than 820,000 impressions delivered across all platforms. Over 160,000 unique viewers tuned into the online broadcast, with fans watching a total of 47,000 hours of broadcast content over the course of the day.

### Live Event & Experience Zone

Fans attending the BenQ Zowie eXTREMESLAND ANZ 2017 Qualifier Finals had the chance to experience the latest Zowie gaming gear, including the Zowie XL2546 240Hz monitor with Dynamic Accuracy (DyAc™) - the official tournament monitor of the event. Also on display at eXTREMESLAND was the full line-up of ZOWIE Esports peripherals, including the now released Celeritas II Optical Esports keyboard.

Find out more information:

Website: [www.benq.com.au/product/gaminggears/](http://www.benq.com.au/product/gaminggears/)

Twitter: <https://twitter.com/ZOWIEBenQAU>

Facebook: <https://www.facebook.com/BenQAustralia/>

Website: <http://pro.eslgaming.com/anz>

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About BenQ Australia:

BenQ Australia Pty Ltd is the local office for BenQ Corporation, a world-leading human technology and solutions provider. In 2015, BenQ Corporation acquired ZOWIE to represent the company's eSports product line that focuses on providing premium experiences for eSports players and professionals. For more information on BenQ Australia, BenQ ZOWIE products and more, visit:

<http://www.benq.com.au/>

About ESL Australia:

ESL Australia, the local division of global electronic sports league tournament organiser ESL, is Australia and New Zealand's leading esports tournament organiser. ESL Australia features a studio home base in Sydney, Australia, the first ever purpose built esports studio capable of hosting offline events and a live audience. For more information on ESL Australia, current tournaments and more, visit: <http://pro.eslgaming.com/anz>

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