



# Intel® Extreme Masters headlines Melbourne Esports Open in 2020

The Grand Slam of Global Esports heads to Melbourne, the esports capital of Australia

Melbourne, Australia – Tuesday 11 February 2020 – ESL, the world's largest esports company, in collaboration with TEG Live, a leading promoter of live entertainment, today announced that the 2020 edition of the Melbourne Esports Open™ (MEO) will be headlined by Intel® Extreme Masters (IEM), the longest-running global professional esports tournament circuit in the world featuring a US \$250 000 prize pool. The Melbourne Esports Open™ (MEO) in conjunction with Intel Extreme Masters will be held at Melbourne & Olympic Parks across Saturday 22 and Sunday 23 August, 2020.

This is the first year that MEO will feature a global headline tournament, boasting a prize pool of US\$250,000 and a line-up of the best Counter-Strike: Global Offensive (CS:GO) teams from around the world. August 2020 will mark the fourth anniversary for IEM in Australia and the first time in the Victorian capital.

IEM Melbourne 2020, which takes over Rod Laver Arena, will be the Australian Masters stop as part of the ESL Pro Tour, a global tour connecting all ESL & Dreamhack competitions, with an aggregated prize pool of over US\$5 million. Participating teams also have the chance to win an additional US\$1 million as part of the Intel® Grand Slam, the prize for the first team to win four or more of the previous ESL and DreamHack Masters-level events inside a span of ten events.

"Australian Counter-Strike fans are second to none, and when we had the opportunity to bring IEM to Melbourne, to headline the Melbourne Esports Open, it was a perfect fit." said ESL Vice President Pro Gaming Michal "CARMAC" Blicharz. "Australians have always generated atmospheres that could not be matched by anything else. Coming back for 2020 was a top priority, and the Melbourne Esports Open was a natural match. It will open Intel Extreme Masters to a broader audience and provide CS:GO fans a richer event experience" he added.

As well as being able to view the world's best Counter Strike: Global Offensive (CS:GO) players live in an arena setting, attendees of IEM Melbourne 2020 will have the chance to meet their esports idols face-to-face at signing sessions, and participate in giveaways from partners and sponsors at the IEM Expo. The immersive gaming and esports experience will feature the latest PC and VR games, all powered by Intel's leading gaming technology.

Intel® Managing Director Sales and Marketing Group, Asia Pacific and Japan Territory, Santhosh Viswanathan said, "We're excited for IEM to headline the Melbourne Esports Open. By bringing these two events together, we're taking what was already Australia's biggest esports weekend in IEM and making it an even bigger spectacle for fans. We're also looking forward to showcasing Intel's gaming ecosystem of products that top esports leagues use to deliver a world-class experience to gamers as well as the gaming community."

Victorian Minister for Tourism, Sport and Major Events Martin Pakula said that Melbourne was the esports and digital games capital of Australia. "We host major events of all shapes and colours in Victoria and it's fantastic that we can be a leader in esports," Mr Pakula said. "More than half of Australia's digital games companies are based here, so the local jobs story is just as compelling as the on-screen action."

## IEM Melbourne 2020 Arena Ticket Details

The general public will have the opportunity to choose between an IEM Arena Single Day Ticket (\$69 AUD), Weekend (\$139 AUD), Weekend Premium Ticket (\$229 AUD) and Global Elite tickets (\$999 AUD). In addition, all ticket types will offer ground pass access to Melbourne Esports Open 2020.

## Melbourne Esports Open 2020 Ticket Details

Ticket options are MEO Ground Pass Single Day (\$25 AUD) and Weekend (\$39 AUD). Melbourne Esports Open 2020 tickets holders, will gain access to a first come, first serve unreserved general admission section of Rod Laver Arena to experience IEM Melbourne 2020.

Tickets for MEO 2020 and IEM Melbourne 2020 will go on sale at 10am AEDT, Friday 14 February via [www.ticketek.com.au](http://www.ticketek.com.au).

The Melbourne Esports Open is presented with the support of the Victorian Government via its tourism and major events agency Visit Victoria.

For more information on IEM Melbourne 2020, visit their Twitter and Facebook or the official IEM Melbourne 2020 website at [iem.gg/melbourne2020](http://iem.gg/melbourne2020).

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Expressions of interest for IEM Melbourne 2020 media passes and access: <http://esl.gg/melbournepress2020>

#### ABOUT ESL

ESL, a part of the international digital entertainment group MTG, is the world's largest esports company, leading the industry across the most popular video games with numerous online and offline competitions. It operates high profile, branded international and national leagues and tournaments such as the Intel® Extreme Masters, ESL One, ESL National Championships and other top tier stadium-size events, as well as grassroots amateur cups, leagues and matchmaking systems. ESL covers a broad field of services in gaming technology, event management, advertising and television production, fully catering to the needs of the esports ecosystem. With offices in North America, Germany, Russia, France, Poland, Spain, China, and partners in many other countries, it has a truly global footprint ([www.eslgaming.com](http://www.eslgaming.com)).

#### ABOUT INTEL® EXTREME MASTERS

Intel® Extreme Masters - Intel® Extreme Masters is the longest-running global professional esports tournament circuit in the world. Started in 2006 by Intel and ESL, the competition has now traveled to over 30 cities around the globe and conducted tournaments for 11 different competitive gaming titles. Esports fans from more than 180 countries regularly make IEM events record-breakers in terms of stadium attendance and viewership, with the tournament's inaugural event in Australia in May 2017 marking the fifth continent for the global competitive circuit. Throughout more than 75 IEM events, over US \$11 million in prize money has been awarded to some of the world's top esports talent ([www.intelxtrememasters.com](http://www.intelxtrememasters.com)).

#### ABOUT TEG LIVE

TEG Live is wholly owned by TEG, Asia Pacific's leading ticketing, live entertainment and data analytics company. TEG Live is a dynamic and diverse promoter of live content in music, sport, family entertainment, esports and exhibitions. TEG Live connects millions of fans every year with unique live experiences and adds value to events with hospitality and sponsorship services. For more information, visit: <http://www.teglive.com.au>

#### ABOUT VISIT VICTORIA

Visit Victoria is the State of Victoria's primary tourism, business and major events company, leading the sector in creating, curating and communicating Victoria's inspiring experiences to maximise visitation. Established in July 2016, Visit Victoria brings the best of Tourism Victoria, Victorian Major Events Company and Melbourne Convention Bureau under one brand that capitalises on commercial opportunities in an increasingly competitive and dynamic global tourism market. The team operates in a collaborative and agile environment that informs, connects and partners with industry and the Victorian State Government to amplify Victoria's profile.

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