



## **Orange Belgium supports one of the main esports competitions in the Benelux and launches its own gaming platform**

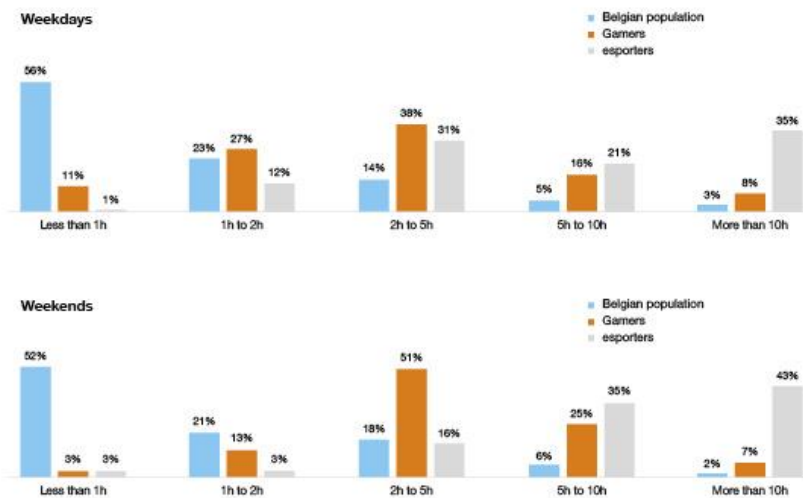
Orange Belgium believes strongly in the future of esports. It is underlining this belief by extending its sponsorship of the team Sector One and its support for the Gameforce Masters – one of the main esports competitions in the Benelux, with a prize pool of 30,000 euros – taking place this weekend in Mechelen.

On 2nd August 2019, Orange Belgium noticed a sudden 55% surge in traffic on its networks. The reason: it was the day the last season of the game Fortnite started. And we also noticed a big peak a few days later when ... a patch for the game was released. This shows the huge impact of gaming and esports on our market. The esports phenomenon just keeps growing, as the sector gets more and more professional, and as its economic value increases. With an audience – people watching the games live or on replay – of an estimated 380 million in 2018, the global esports market is expected to generate as much as 2.3 billion euros in 2019,

### **A booming market in Belgium**

In Belgium, a Digital Sports survey shows that as much as 48% of the population plays video games, with 24% willing to pay for it. Where “classical” gamers mostly play on their smartphones (70%), PC (68%) or tablet (51%), the esports player mostly opts for the PC (95%), the online platform Steam (92%) or a specific gaming PC (90%). When it comes to consoles, the PlayStation 4 is still the favorite amongst all gamers and esports players.

### Time spent on videogames



The difference also shows, obviously, in the time spent gaming, with 56% of gamers playing for more than 5 hours during weekdays and 43% playing more than 10 hours on weekends.

### Sponsorship of Belgian esports elite and a gaming platform

The above data reinforces Orange Belgium's strong belief in the potential of esports in Belgium, and it has therefore decided to extend its sponsorship of the team Sector One. The team, which specializes in the games League of Legends, Counter-Strike: Global Offensive and Hearthstone, has grown to become one of the leaders in the Benelux area and a solid challenger on the European scene.

Orange Belgium has also extended its support of Gameforce Masters, Belgium's main esports event and one of the biggest in the Benelux, with a prize pool of 30,000 euros. The competition, which attracts the region's top teams and thousands of esports fans, will take place on the 5<sup>th</sup> and 6<sup>th</sup> of October during the Gameforce convention at the Nekkerhal in Mechelen. More than 15,000 people are expected to attend.

This is the second year in a row that Orange Belgium has chosen to invest in the esports sector, already convinced by the potential of the market and the innovation it triggers across the IT and telco sectors.

What's more, Orange Belgium has developed and recently launched its own gaming platform, Arena, where players can fight their way to the top of multiple tournaments, measure themselves against other gaming fanatics and earn rewards.

#### About Orange Belgium

Orange Belgium is a leading telecommunications operator on the Belgian market with over 3 million customers; Orange is also active in Luxembourg through its subsidiary Orange Communications Luxembourg.

As a convergent actor, we provide mobile telecommunications services, internet and TV to private clients as well as innovative mobile and fixed-line services to businesses. Our high-performance mobile network supports 2G, 3G, 4G and 4G+ technology and is the subject of ongoing investment.

Orange Belgium is a subsidiary of the Orange Group, one of the leading European and African operators for mobile telephony and internet access, as well as one of the world leaders in telecommunications services for enterprises.

Orange Belgium is listed on the Brussels Stock Exchange (OBEL).

More information on: [corporate.orange.be](https://corporate.orange.be), [www.orange.be](https://www.orange.be) or follow us on Twitter: [@pressOrangeBe](https://twitter.com/pressOrangeBe).

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