



**12-14 February 2019**  
**Palais des Festivals, Cannes, France**

## **MEDIA ALERT**

### **THEFATRAT BECOMES ESPORTS BAR GAME SHAKERS AWARDS SECOND AMBASSADOR**

MUSIC ECOSYSTEM TO JOIN ESPORTS LEADERS  
AT ESPORTS BAR CANNES



#### [Trailer Game Shakers Awards](#)

**Paris, 20 December 2018** – [Esports BAR](#), the world's leading international business, conference, networking and awards event for companies operating in the esports ecosystem, is turning up the volume with the announcement that German record producer and musician, Christian Buttner (Aka **TheFatRat**), is Esports BAR Game Shakers Awards second Ambassador.

TheFatRat joins previously announced Ambassador and former Formula One motor racing star Jean Alesi. "The choice of Jean Alesi reflects the links between traditional sport and esports," notes Esports BAR Development Director Stephane Gambetta. "With TheFatRat as our second Ambassador, we are recognising the important and growing links between music and esports."

"Esports is growing at an incredible pace. But one of its problems is that it's still very fractured. The Game Shakers awards is an important step to unite all the different parts of the Esports community," says TheFatRat.

The Game Shakers Awards are the first truly international esports prizes and are part of Esports BAR. They recognise individuals and companies that have taken esports beyond endemic fans and reached mainstream audiences.

This year's Game Shakers Awards cover five categories, including the Esports Shaker of the Year, which recognises the game changer of the year. There are also three project-based categories - the Media Shaker, the Brand Shaker and the Sport Shaker - rewarding the association of esports with another business sector, each allowing esports to reach new audiences. Finally, the Community Shaker, subject to an online vote in January, rewards an esports organisation's work strengthening its fan base engagement and widening its community.

The Game Shakers Awards will take place during Esports BAR Cannes, on 12 February 2019.

TheFatRat's musical style is variously described as 'Glitch-Hop' or, in the words of Billboard, "wildly energetic and genre-bending electro." In the world of esports, TheFatRat has had his music synched-to-screen for massively popular Dota 2 and Rocket League and is the go-to artist for esports brands such as ESL and Dreamhack. His live performances include sets at ESL One Cologne 2017 and ESL One Hamburg 2018. In September 2018, TheFatRat added his 'Warrior Songs' music pack to Dota 2.

In 2018 TheFatRat signed with ESL and Universal Music Group Europe's Enter Records label. Part of the alliance between ESL and UMG involves live performances at esports events.

TheFatRat's social media reach currently includes 3.1 million subscribers on YouTube and 350,000 followers on Spotify. His 'Jackpot' EP in 2016 reached No. 23 on the Billboard chart for electronic albums. TheFatRat's 2014 song 'Unity' generated 120 million views on YouTube.

The Game Shakers Awards are organised by Esports BAR in association with Rafe Productions.

Twitch, ES1, GINX Esports TV, Gamesindustry.biz, Jovem Pan Radio are The Game Shakers Awards official partners.

**\*The Game Shakers Awards finalists and the Esports Shaker of the Year are chosen by a top-level international jury, comprising:**

- Christina Alejandre, former GM of ELEAGUE & VP of Esports, Turner
- Moritz Altmann, Senior Director Esports, Lagardère Sports Germany
- Arnd Benninghoff, EVP, MTG & CEO MTGx
- Ed Chang, Director Business Strategy esports, EA Competitive Gaming
- Matthieu Dallon, Strategy Advisor Webedia, General Partner, Trust Esport VC Fund
- Leo De Biase, CEO ESL Brazil, Founder & Partner BBL
- Alban Dechelotte, Head of Sponsorship & Business Development EU Esport, Riot Games
- Jason Fung, Global Esports Director, Alibaba Group
- Susie Kim, General Manager, London Spitfire (Overwatch Team)
- Nate Nanzer, VP & Commissioner, Overwatch League, Blizzard
- Ralf Reichert, CEO, ESL
- Mike Sepso, cofounder of MLG
- Wouter Sleijffers, CEO, Fnatic

## **Esports BAR Cannes 2019 takes place in Cannes, France February 12-14**

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**About Rafe Productions** - Rafe Productions provides strategic consulting, and designs and produces innovative concepts (digital services, TV and web programs, events) for brands and entertainment companies. The company was created in 2015 by Aymeric Pichevin and is based in Paris.

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