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Palais des Festivals, Cannes, France

PRESS RELEASE

**ESPORTS BAR 2019 GAME SHAKERS AWARDS
AND THE FINALISTS ARE...**



2018 Esports BAR Game Shakers Awards Winners

[The Game Shakers Awards Trailer](#)
[Esports BAR Cannes Trailer](#)

Paris, 8 January 2019 – [Esports BAR](#), the world's leading international business, conference, networking and awards event for companies operating in the esports ecosystem, today announces the **nominees for the 2019 Game Shakers Awards**.

The Game Shakers Awards are the first truly international esports prizes. They recognise individuals and companies that have taken esports beyond endemic fans and reached mainstream audiences. Finalists have been chosen by a jury of internationally-respected esports experts*.

Reflecting the important links between 'traditional' sports, music and esports, this year's Game Shakers are supported by two Ambassadors, former Formula One racing driver **Jean Alesi** and German musician and producer **TheFatRat**.

This year's Game Shakers Awards cover five categories - **Esports Shaker of the Year**, which recognises the game changer of the previous year. 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** rewards an esports organisation's work in strengthening its fan base engagement and widening its community.

The Esports BAR [Shaker of the Year](#) is **Cloud9 CEO Jack Etienne** who will be honoured in Cannes in front of his esports peers. Jack Etienne succeeds Overwatch League VP & Commissioner Nate Nanzer who was named 2018 Shaker of the Year.

Game Shakers Awards 2019 Finalists

Brand Shaker *(Chosen by an online vote by the Esports BAR community of esports professionals in January)*

- Mastercard with League of Legends
- Mercedes Benz with ESL
- Nike's investment in League of Legends China

Media Shaker *(Chosen by an online vote by the Esports BAR community of esports professionals in January)*

- ESPN / Disney XD / ABC & Overwatch League
- Turner Broadcasting System with ELEAGUE
- ESPN for its global involvement in esports

Sport Shaker *(Chosen by an online vote by the Esports BAR community of esports professionals in January)*

- FIFA Competitive Gaming + Professional Football Leagues
- NBA and 2K
- Southeast Asian Games with esports included as an official medal sport

Community Shaker (Chosen by a public, online vote in January, [Link to the vote](#))

- 100 Thieves
- Cloud9
- Faze Clan
- Fnatic
- INTZ eSports
- Invictus Gaming
- New York Excelsior

- Team Vitality

The Game Shakers Awards will take place during Esports BAR Cannes, on 12 February 2019 and are organised by Esports BAR in association with Rafe Productions. They will be streamed live by Twitch.

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

About Reed MIDE M - Founded in 1963, Reed MIDE M is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the **television and digital content** industries; MIDE M in Cannes for **music** professionals; Esports BAR in Cannes and in Miami for the **esports** business; MIPIM in Cannes, MIPIM UK in London, MIPIM Asia Summit in Hong Kong and MIPIM PropTech Summit in New York for the **real estate** industry; MAPIC in Cannes, MAPIC Russia in Moscow, MAPIC Italy in Milan, MAPIC China Summit in Shanghai and IRF brought by MAPIC in Mumbai for the **retail real estate** sector.

About Reed Exhibitions - Reed Exhibitions is the world's leading events organiser, with over 500 events in 30 countries. In 2017 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East, Asia Pacific and Africa and organised by 38 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of RELX Group, a global provider of information and analytics for professional and business customers across industries. www.reedexpo.com

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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