**ESL and DreamHack enters into a deal with DouYu for Chinese media rights**

**ESL and DreamHack reveal the signing of a one-year deal with the Chinese streaming service DouYu. Both ESL and DreamHack comes under Modern Times Group (MTG), and are soon going to enjoy this exclusive deal for Mandarin-language streaming service. With this, Starcraft II and Warcraft III, which are the ESL Pro Tours, will get live streaming service with DouYu and a few other Chinese streaming service providers.**

**This deal is like the one with Twitch for live English streaming for ESL and DreamHack, only that the deal with DouYu is for one year while that with the Twitch is for 3 years. But, the deal with Twitch also included Pro Tour competitions CS: GO and Dota 2 apart from Warcraft III and Starcraft II. With DouYU seeking rights for Starcraft and Warcraft, their competitors Huya sought Mandarin-language streaming rights for CS: GO and Dota 2.**

**Senior Vice president of Global Media for ESL, Frank Uddo, stated that with ESL, they aim to target a larger audience base and extend their reach to the larger group of people. They have been looking for several opportunities for the same. He also added that DouYu is a premium streaming platform that is widely used by the Mandarin speakers for live viewing. And, with this deal for Pro Tours, they mark the step towards meeting the experience for best Chinese-streaming and viewing experiences.**

**Records state that DouYu has 158 million active users per month and that is a more number than Huya that has 151 million monthly active users.**

**COO of DouYu, Cheng Chao mentioned in the releases that this deal with ESL and DreamHack helps them to strengthen their image and status among the Chinese streaming platforms. ESL has a giant fan base with the facilities it offers with exciting Esports experiences worldwide. With this, ESL has marked its reign in the Esports market. DouYu has an interest in RTS Esports, and this deal is the perfect step that is possible to seek the viewers.**