**The incursion of Twenty First Century Media into Esports!**

TCM media had launched TCM Esports to manage both sides of the Esports industry by connecting brands with Esports organization and monetize the Esports content by working with game publishers and third-party tournaments.

Twenty-First Century Media has been a sports marketing service provider and Management Company for over 3 decades, and now it has launched a marketing division – TCM Esports.

TCM’s Managing Director, Lokesh Sharma stated in an interview that amidst the Corona pandemic, mobile gaming has transformed into a social connection builder apart from the gaming entertainment provider. With the advancements, there is growth in digital-marketing areas, and gaming, Esports, influencer-marketing, and others provide huge audience-base.

Lokesh Sharma then concluded with how TCM wants to enhance engagement opportunities for brands and publishers with the generated audience-base.

TCM has also managed to hold exclusive rights over various Cricket Stadia in Indian and worldwide. Outside India, TCM holds exclusive naming, sponsorships, In-stadia rights across New Zealand, Cricket West Indies, and Asia Cup Tournaments. TCM also has partnerships with Cricket boards of S. Africa, Bangladesh, England, and Australia.

TCM CEO, Basant Dhawan stated that Nelson gaming had grown by 24% in India in June. The majority of Esport fans are youngsters who do not watch TV. Since 3 hours and 7 mins are the average weekly time spent on gaming, this provides a great opportunity for brands to target such a giant audience-base.

In domestic Leagues as well as initial sports platforms, Esports will excel in targeting and engaging the audience of the young generation.

Financial Express has also appointed TCM as the knowledge partner as mentioned in Indian Gaming Summit presented by Google and Paytm First Games. The virtual conference is scheduled between 28th to 30th July 2020.