**Sisters ESL and DreamHack signs Brazilian Media rights deal with Globo and Omelete**

Sisters ESL and DreamHack signed several media rights in the past few days. They added to the list of the deals adding another one to their portfolio. The new streaming signed is in Brazil with Omelete and Globo. ESL and DreamHack announce the partnership with Globo, the Brazilian TV network, and Omelete, the Brazilian entertainment website. These platforms will broadcast the events of Counter-Strike: Global offensive events.

ESL’s Senior global Media’s Vice President, Mr. Frank Uddo stated in a release that They are happy to join hands with leading mass media company Globo and entertainment representatives Omelete. This partnership will ensure wide accessibility of content and a huge amount of entertainment for the Brazilain fans. They can enjoy better viewing experiences with the same.

Mr. Uddo further added that this partnership also ensures higher audience involvement and attraction as Globo will reach the TV audience and Omelete will reach the digital platforms. This will ensure the fans to have access to the professional Esports.

This deal is a three-year-long one for the span of Counter-Strike tournaments. This competition will be an ESL Pro Tour that takes place across several of the competitors of ESL and DreamHack. This deal will provide the Portuguese language based broadcast. Globo’s channel will focus on the broadcast of the competitions of ESL and DreamHack, and Omelete will provide online distribution for the matches.

CEO of Omelete, Mr. Pierre Mantovani added how Omelete has been one of the biggest entertainment companies in Brazil and ensures amazing experiences and internet accessibility for millions of people. With this partnership with Globo, a prominent media streamer, Omelete aims to provide world-class coverage and together become the Biggest Esports strategy for the World.

ESL and DreamHack also announced a deal for the Mandarin language with DouYu, a Chinese streaming service for the pro tours of ESL for Starcraft II and Warcraft III. This deal was announced earlier this week. Last month, there was also a deal for the media rights with HUYA, a Chinese streaming platform.