**Sportfive agency establishes global Esports unit**

Sportfive agency established a global Esports unit led by Moritz Altman and Eike Gyllensvard. Sportfive was previously named Lagardere Sports and Entertainment and is a sub-division of Lagardere Group. The agency aims to focus on the latest global growth areas and thus the new Esports unit formed.

Four years back, Sportfive also invested in a department dedicated to the Esports sector only, and the investment was made during its formation by Moritz Altman in Germany. And the agency’s next step towards success is the department’s internationalization.

The vice president for the formed department will by Moritz Altman who will also lead the business development of the agency for the international level. Also, he will monitor the marketing and its development, and also the operations for rights holder for the Esports. Thomas Ottl will support Altman to work in the dual role and be responsible for global level operations on right-holders and the collaborations with the Riot Games and their League of Legends European Championship.

In the Sportfive’s development, Eike Gyllensvard played a crucial role in Germany and global level sales and has completed around 18 years. And now for the new unit, he will serve as executive Vice President of the Esports unit in the Esports partnership.

The unit has several deals including sales, activation, and advisory for KitKat and Warner in LEC, Esports team T1’s partnership with BMW and Nike, and also the collaboration of Joop! with Levi’s and SK Gaming.

Sportfive received 950 million USD of revenue in 2019 and is predicted to reach 1.1 billion USD by 2020 end with 58% of the revenue to come from the sponsors. With the announcement, Sportfive stated their market size and revenue and viewership from traditional sports. They also mentioned that the audience for Esports might hit to around 500 million fans in 2020, and will result in 5% revenue growth and 10% growth in the number of audiences.

With the establishment of a new global esports unit, Muller von Vultejus stated that he excitedly reveals how the decision of investment in the Esports sector in the year 2016 began a new service offering of Sportfive and eventually reaches close to a grand success. He added that appointing Eike Gyllensvard, a long-time sales executive and a strategic account manager will help with the new unit’s success and fulfill their vision for Sportfive’s future.

Muller von Vultejus then said that announcing Eike as vice president is a strong statement that they exhibit in front of the global market. He concluded with a statement that appointing both Moritz Altman and Eike Gyllensvard is a perfect blended partnership of Esports' knowledge and sales experience, and will transform Sportfive into a leading esports agency.