

World Esports
IESF

ASIAN ESPORTS CHAMPIONSHIP

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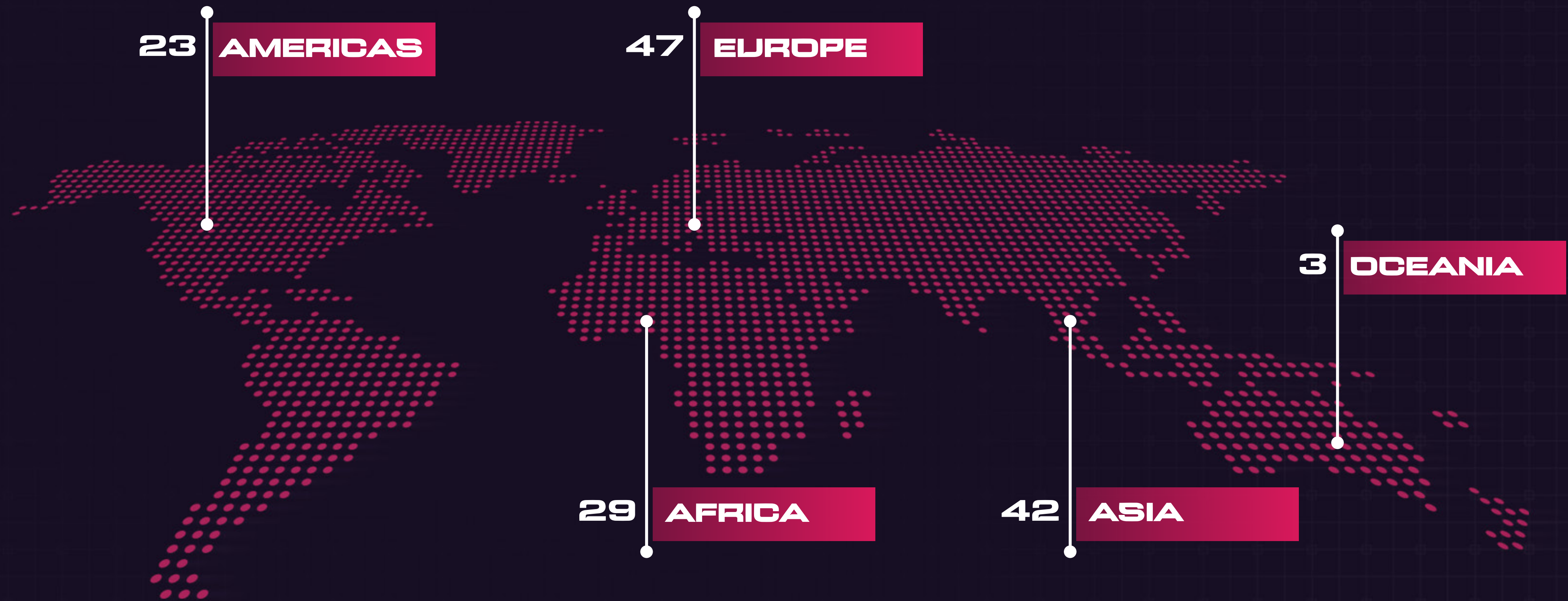
INTERNATIONAL ESPORTS FEDERATION

IESF is an International organization dedicated to the promotion and development of Esports worldwide.

As **the home** of the **World of Esports**, IESF gives spotlight to the top talents from all around the world by being the official host of the World Esports Championship in various Esports game titles.

IESF is advocating for the recognition of Esports as a legitimate sport and uniting nations along the way!

144 MEMBERS



45 ASIAN COUNTRIES PART OF THE REALM

ASIA



OCEANIA





Building bridges, not barriers, breaking down cultural and geographical differences with national pride and, through the power of Esports!

- IESF Team



IESF ASIA ESPORTS CHAMPIONSHIP 2024



Country steeped in history, connects with the **World of Esports**. Among many Esports tournaments for the **Chinese cities**, the **biggest one** takes place in **September**.

The **IESF Asian Esports Championship** will be the last regional qualifier leading to the **16th World Esports Championship**.

 **CHENGDU CHINA**

 **13 SEP TO 17 SEP**

 **41 COUNTRIES**

 **300+ ATHLETES**

 **\$250K PRIZE POOL**

 **321 TOTAL MATCHES**

 **288 HRS BROADCAST**



SIX COMPETITIONS

CHENGDU, CHINA

x 4 OPEN

CS2, MLBB, PUBG MOBILE, DOTA 2

▲ 2 WOMEN

CS2 AND MLBB

The leading example of
equity and diversity in
the World of Esports.



COMPETITION DETAILS

CHENGDU, CHINA

NATIONALS

REGIONALS



22ND JUNE - 10TH JUNE

01 | ONLINE STAGE



13TH - 17TH SEPTEMBER

02 | OFFLINE STAGE



ASIAN ESPORTS CHAMPIONSHIP

Diversity, unity and competition, all in one place!

The best of the best from all corners of Asia + Oceania going head-to-head, representing their nations and competing for a place on the world stage!

STAGE 1

NATIONALS

National selection process in each member nation, 50k+ participants competing to be part of the National Team.

1

STAGE 2

CHAMPIONSHIP

The champions of each national federation are competing to qualify and win a place in the World Esports Championship.

2

WORLD OF ESPORTS



8000+ ATHLETES

IESF has a unique, diverse cast of athletes, each with their own story and the ability to transcend the competitive side of gaming.

There's an athlete with a story to align with every brand. IESF is the gateway to unlocking some of the authentic personalities in the World of Esports.

WE EMPOWER WOMEN

Women remain a minority in Esports and the New Tradition is here to change it.



200+ FEMALE ATHLETES



30+ FEMALE TEAMS



90+ MATCHES

Females make up **46%** of the **3.2 billion gamers** worldwide.



+80 MILLION

UNIQUE IMPRESSIONS
WORLDWIDE

NATIONAL PARTNERS •
to Local Linear Channels

LIVE BROADCAST •
Online Live Engagement

SOCIALS •
Social Media Campaign

MEDIA •
Intensive PR Campaign

• **TOP LEVEL PLAYERS**
News, Highlights, Clips

• **INTERVIEW STUDIO**
and Casting Center

• **INFLUENCERS**
Popular Commentators

• **MARKETING**
Key Network

AEC IN NUMBERS

SOCIAL MEDIA

	2023	2024	2025
SOCIAL MEDIA REACH	2,5M	10,8M	46M
SOCIAL MEDIA IMPRESSIONS	7,5M	32,7M	138M
SOCIAL MEDIA VIEWERSHIP	800K	3,4M	14,7M

AEC IN NUMBERS

BROADCAST

	2023	2024	2025
VIEWERSHIP	775K	3,3M	15M
BROADCAST HOURS	91	164	232
HOURS WATCHED	88K	159K	325K
NUMBER OF TEAMS	97	186	257
NUMBER OF ATHLETES	531	738	959

EMBRACING DIVERSITY
Building a Stronger Community

NATIONAL PRIDE
Honoring your country

ESPORTS
The Sport of the Future

SAME OPPORTUNITIES FOR ALL AROUND THE WORLD
Breaking Down Barriers

UNITY
Uniting Nations Through Esports

**WE
EMPOWER**

HISTORY OF AEC CAPITALS

2014



CEBU CITY
PHILIPPINES

2023



RIYADH
SAUDI ARABIA

2024



CHENGDU
CHINA

2025



BE THE NEXT ASIAN ESPORTS CAPITAL

BENEFITS FOR THE HOST CITY

ECONOMIC BOOST



INCREASED TOURISM

AEC gathers hundreds of players, staff, media, and passionate esports fans from around the world. This influx of visitors translates to a significant boost in hotel occupancy, retail and hospitality, and tourist attractions.



REVENUE GENERATION

Hosting the event creates opportunities for sponsorships, merchandise sales, and concessions. The city can partner with local businesses to deliver the required event services.



INVESTOR RELATIONS

The global spotlight on the city during the Championship can attract investors interested in the growing esports market and the city's potential for innovation and technological advancement.

CITY IMAGE



GLOBAL EXPOSURE

The Championship will be broadcasted live to millions of viewers worldwide, showcasing the city's infrastructure, culture, and landmarks. This extensive media coverage positions your city as a modern, tech-savvy destination which perfectly fits today's trend.



POSITIVE REPUTATION

Hosting a prestigious event like the Asian Esports Championship demonstrates your city's commitment to innovation, entertainment, and youth culture. This positive image can attract new businesses, talent, and residents.



PRESENCE & REACH

Thousands of attendants and 800+ Athletes from 45+ Nations gathered in one city, promoting the city worldwide as the esports capital and to a dynamic and young audience.

FUTURE OPPORTUNITIES



IMPROVED INFRASTRUCTURE

Hosting the Championship requires upgrades to local infrastructure, such as transportation networks and specialized event venues. These improvements benefit the city long after the event, attracting tournament organizers.



ESPORTS HUB

By successfully hosting the Championship, the city can position itself as a hub for future esports events and competitions, attracting further investors and establishing a strong presence in the fast-growing esports industry.

DEVELOPMENT



COMMUNITY

The Championship can be a unifying event, bringing together people of all ages and backgrounds with a shared passion for esports. Local events and activities surrounding the Championship can further strengthen their community.



VOLUNTEER OPPORTUNITIES

Hosting the event creates numerous volunteer opportunities for local residents. One of a kind training and education to the local community will help them get unique experience that can evolve into a successful career.



EDUCATION

Partnering with educational institutions, the Championship can be leveraged to introduce esports as a legitimate career path and promote education.



World Esports
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**WE EMPOWER
CHAMPIONS,
DO YOU?**

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