

World Esports
IESF

WORLD ESPORTS CHAMPIONSHIP

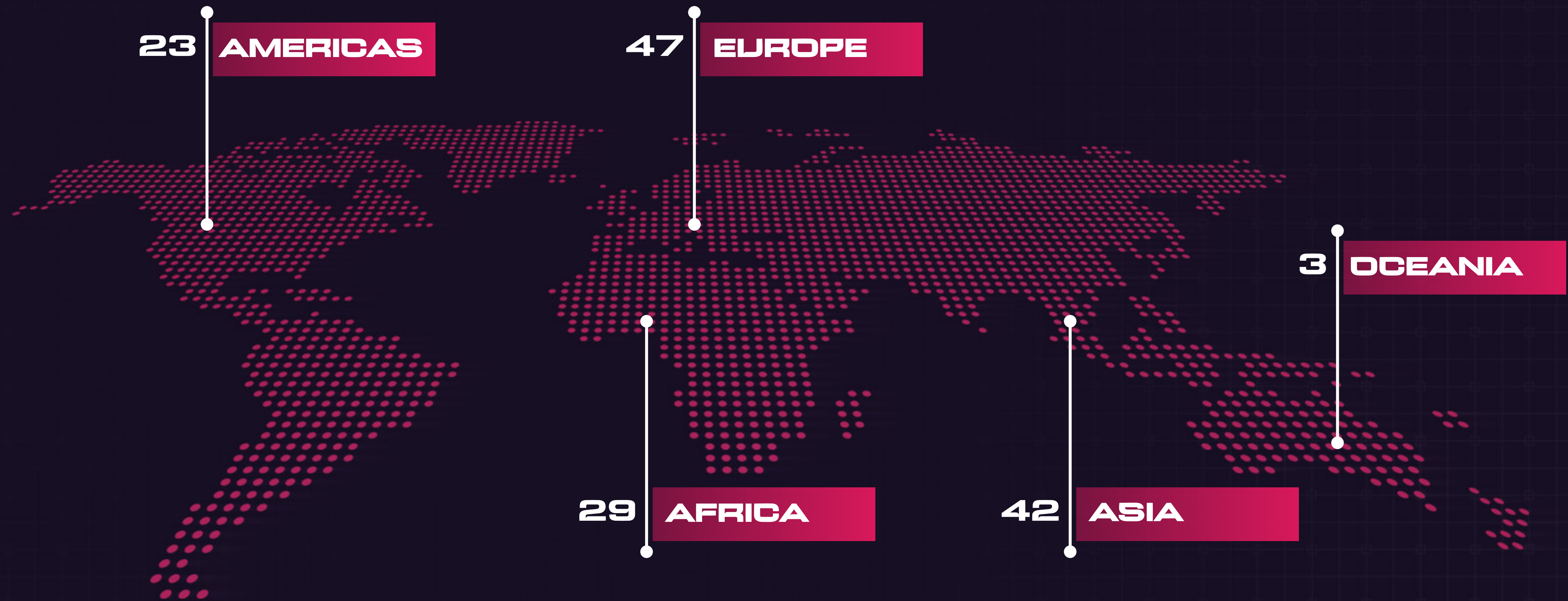
INTERNATIONAL ESPORTS FEDERATION

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

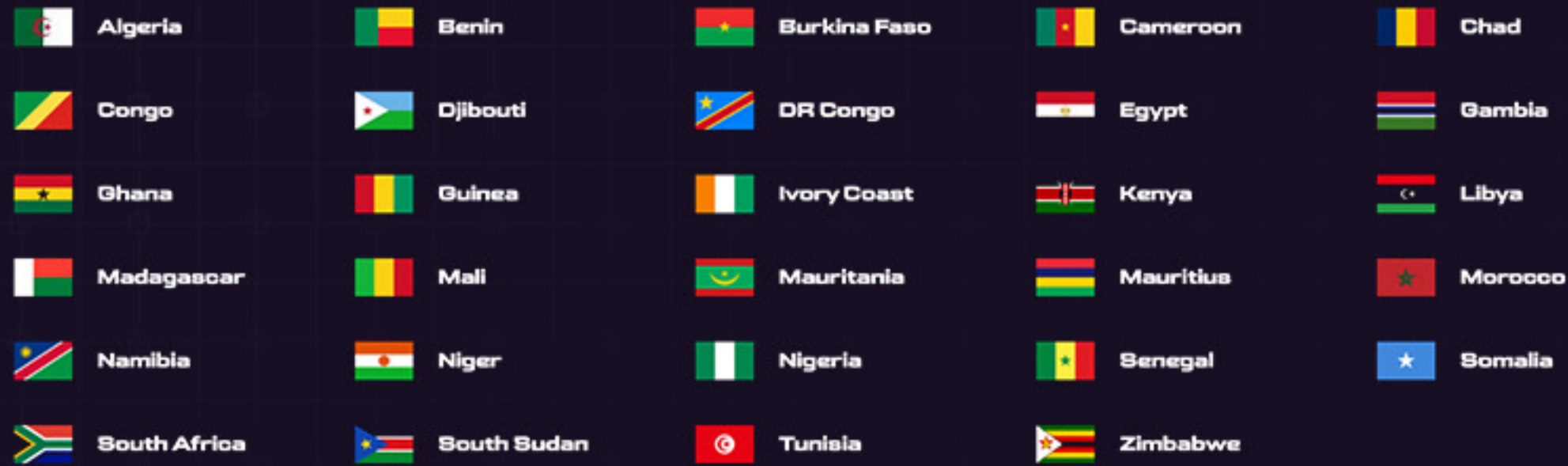
As **the home** of the **World of Esports**, IESF gives spotlight to the top talents from all around the world by being the official host of the World Esports Championship in various Esports game titles.

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

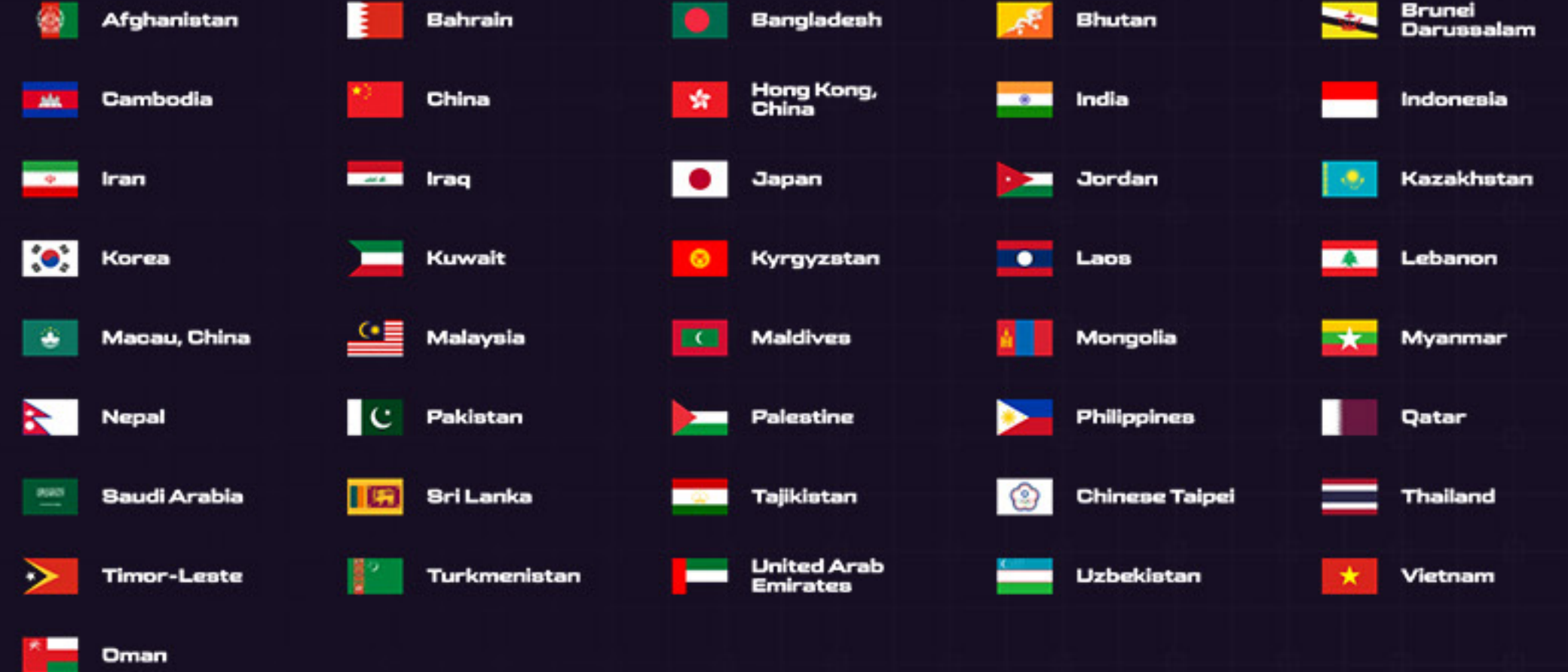
144 MEMBERS



AFRICA



ASIA



EUROPE



AMERICAS



OCEANIA





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

- IESF Team



WORLD ESPORTS CHAMPIONSHIP

The Place where 1000+ Athletes compete for the title “World Esports Champion”

Annually hosted by the International Esports Federation since 2009, The World Esports Championship has become the largest Esports tournament to take place worldwide.



5

TOURNAMENTS



4

REGIONS



1000+

ATHLETES

ROAD TO WEC

NATIONALS

The first round of competition starts when 144 National Federations host their own National Qualifiers for different game titles. The winners from National Qualifiers move on to Regional Qualifiers and compete for the chance to represent their nation on the world stage.

1

REGIONALS

Regional Qualifiers across 4 Regions – Asia + Oceania, Americas, Africa, and Europe – each hosting their Regional Qualifiers. The Winners secure a spot With dedicated slots for each game title for the World Esports Championship.

2

WEC

WEC - The final stage of IESF - Where the world's best athletes from all regions compete on the Global Stage to come and claim the top spot of the world - to become a WORLD CHAMPION.

3

**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**

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9



10000+ 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.



ES STARRS ST

+100 MILLION

UNIQUE EXPOSURE
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

WEC IN NUMBERS

SOCIAL MEDIA

	2023	2024	2025
SOCIAL MEDIA REACH	59M	130M	310M
SOCIAL MEDIA IMPRESSIONS	82M	170M	460M
SOCIAL MEDIA VIEWERSHIP	9.4M	20M	50M

WEC IN NUMBERS

BROADCAST

	2023	2024	2025
VIEWERSHIP	37.5M	50M	130M
BROADCAST HOURS	722	800	950
HOURS WATCHED	5.6M	7.5M	15M
NUMBER OF TEAMS	549	817	850
NUMBER OF ATHLETES	2.4K	2.9K	3K

HISTORY OF WEC CAPITALS



TAEBAEK 2009



DAEGU 2010



ANDONG 2011



CHEONAN 2012



BUCHAREST 2013



BAKU 2014



SEOUL 2015



JAKARTA 2016



BUSAN 2017



KAHSIUNG 2018



SEOUL 2019



ONLINE 2020



EILAT 2021



BALI 2022



IASI 2023



RIYADH 2024



2025

BE THE NEXT ESPORTS CAPITAL

BENEFITS FOR THE HOST CITY

ECONOMIC BOOST



INCREASED TOURISM

WEC gathers thousands 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 World 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 1000+ Athletes from 140+ 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
IESF

**WE EMPOWER
CHAMPIONS,
DO YOU?**

 www.iesf.org

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