

Beat: Sports

## PSG launches ambitious eSports project on League of Legends and FIFA

### The arrival of its first three signings

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**USPA NEWS** - Just a few days after launching its PSG eSports team in association with Webedia, Paris Saint-Germain announces the arrival of its first three signings, with France's five-time European League of Legends champion Bora 'YellowStar' Kim, Denmark's reigning FIFA world champion August 'Agge' Rosenmeier

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The trio were officially unveiled at a press conference held on October 20, 2016, at the Parc des Princes and attended by Paris Saint-Germain President Nasser Al-Khelaifi and Marc Ladreit de Lacharrière, the CEO of Fimalac. In entering PSG eSports in the League of Legends, the world's most popular eSport video game, Paris Saint-Germain is looking to play a leading role in the industry. The signing of YellowStar reflects the ambition of the club, which is fully committed to achieving that goal.

With more than 256 million fans worldwide and a growth rate of around ten percent per year, eSport is becoming increasingly popular with youngsters and with millennials in particular. A number of clubs are investing in the sector, which is expected to generate a billion euros in revenue in 2019 through titles such as League of Legends, Hearthstone and Starcraft, which are played by tens of millions of people around the world and fill stadiums at international competitions.

A European star of League of Legends, France's five-time continental champion Bora 'YellowStar' Kim is joining Les Rouge et Bleu as a sports coordinator. An iconic figure on the eSports scene, Bora, who also has four World Championship appearances to his name, will have the task of recruiting and supervising the members of the future PSG team in the European Challengers Series, the continent's second division. The franchise's objective is to break into the European Champions Series and earn a place at the World Championships.

The PSG LoL team will be based in Berlin, where the official League of Legends league is held. In time, the team will comprise a coach, seven players and two analysts. Bora will also be responsible for supervising PSG eSports' FIFA players.

Source : PSG

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