

Beat: Entertainment

## **BARRIERE ESPORT TOUR - GOTAGA SHOW, Discover Every Facet Of The Joy Of The Game**

### **LAC D ENGHIEEN-LES-BAINS**

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**USPA NEWS** - Barrière is a Brand under which the Establishments of Two Distict Groups are marketed : Groupe Lucien Barrière (GLB) and Société Fermière du Casino Municipal de Cannes (SFCMC). Groupe Barrière operates Casinos in France, Switzerland and elsewhere in Europe. The Group also operates in the French Luxury Hotel Industry and in the Catering and Leisure Industries...

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The Quest for Customer Satisfaction is also being achieved through a Variety of Activities. Exhibitions, Concerts, Literary Events, Gastronomy. From Cards to Roulette, Fruit Machines to Dice, you can play any way at Casinos Barrière. Barrière Casinos also offer Varied, Delicate Cuisine, a Lively Atmosphere and Shows mainly thanks to Large-Capacity Halls with Proper Equipment.

Esports are a Form of Competition using Video Games. Most commonly, eSports take the Form of Organized, Multiplayer Video Game Competitions, particularly between Professional Players. The most common Video Game Renres associated with eSports are Real-Time Strategy (RTS), First-Person Shooter (FPS), Fighting, and Multiplayer Online Battle Arena (MOBA). Tournaments such as The International, the League of Legends World Championship, the Evolution Championship Series and the Intel Extreme Masters provide Live Broadcasts of the Competition, and Prize Money to Competitors.

Although Organized Online and Offline Competitions have long been a Part of Video Game Culture, these were largely between Amateurs until the late 2000s when Participation by Professional Gamers and Spectatorship in these Events saw a Large Surge in Popularity. Many Game Developers now actively design toward a Professional eSport Subculture.

Labeling Video Games as Sports is a Controversial Point of Debate. While some point to the Growth in Popularity of eSports as Justification for designating some Games as Sports, others contend that Video Games will never reach the Status of "True Sports". However Popularity is not the only Reason identified : some have argued that "Careful Planning, Precise Timing, and Skillful Execution" ought to be what classifies an Activity as Sport, and that Physical Exertion and Outdoor Playing Areas are not required by all Traditional or Non-Traditional "Sports". The number of Female Viewers has been growing in eSports, however, there is not a Growth of Female Players in High Level Competitive eSports.

The Main Medium for eSports Coverage is the Internet. Coverage of eSports by General News Organizations is generally sparse, most Reports come from News Organizations with a Technology or Video Games Focus. eSports Tournaments commonly use Commentators or Casters to provide Live Commentary of Games in Progress, similar to a Traditional Sports Commentator. Especially since the Popularization of streaming in eSports, Organizations no longer prioritize Television Coverage, preferring Online Streaming Websites.

So, it's no Surprise to learn that Millennials enjoy eSports just as much, if not more than they like Physical Sports. Many men and women between the ages of 21-35 can't get enough of eSports, and may well enjoy them more than the Traditional / Physical Equivalents. ESports is a Huge Digital Phenomenon that's here to say.

This is where Groupe Barrière comes in. Since a while, was decided to invest more and more to attract New Customers to their Casinos, mostly the Millennials. They are 35 Millions Worldwide Regular Players. In FRANCE, 7,5 Millions French People follow eSport. Entertainment is one of the main Reasons. Groupe Barrière has the Ambition to become N° 1 in this Field. So, in 2017,

Groupe Barrière created "Barrière eSport Tour" targetting Millennials specially (Professional, Amateur, Entertainment).

- Three Shows in One Year :

\* STREAM ALL STARS by Domingo and Guests (May 27, 2017 - Lille)

\* WANKILL SHOW (November 11, 2017 - Toulouse)

\* LESTREAM SHOW (March 3, 2018 - Lille)

+ GOTAGA SHOW (June 29, 2018 - Enghein Les Bains). For the Program, there are three Concepts developed : Fortnite, Guests, Surprises.

FORTNITE is a Co-Op Sandbox Survival Game developed by Epic Games and People Can Fly and published by Epic Games. The Game was released as a Paid-For Early Access Title for Microsoft Windows, macOS, PlayStation 4 and Xbox One on July 25, 2017, with a Full Free-To-Play released in 2018.

\* Julien PAULERENA, Sylvie JOLY, Barriere Esport Tour, Domingo, Cedric PAGE

Source : Press Conference @ Fouquet's in Paris on May 29, 2018.

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