Date: **Tuesday, March 17, 2020**
**Heure:** 18:00 – 21:15
**Endroit:** UBISOFT
5480 Rue St-Dominique, Montréal, Qc H1Y 3J2
**Organisé:** Michel Poirier – Daniel Collin
**Commandité:** SMPTE Montréal
**Langue:** Presentations will be given in French

**Subject:** eSports

**IMPORTANT:** In order to participate to this evening, you need to register via [Eventbrite before March 16 2020, 12:00](https://www.eventbrite.ca/e/smp-te-montreal-e-sport-2020-tickets-86410715538)

This presentation is open to all, but seating is limited.
A streaming service on our Facebook page at [https://www.facebook.com/SMPTEMTL/](https://www.facebook.com/SMPTEMTL/)

Your SMPTE-MTL committee is proud to team-up with UBISOFT Montréal to present an evening on eSports.

But before we start the evening, faithful to our habit, we invite you to a Happy Hour, from 18:00, to discuss and network and where food and beverages will be offered.

**Evening Schedule:**

18:00 - 18:50 **Networking and Happy-Hour**

18:50 - 19:00 **SMPTE Montréal**
Presentation of SMPTE in general and of the Montreal Chapter in particular

19:00 - 19:30 **Mise en contexte - eSports**
Vincent Girard, Marketing and events buyer, Ubisoft

eSports is a new entertainment market, targeting a new audience, eSports is developing itself by inventing new rules. However, is eSport really innovating, or giving a new spin on an old market? We ask ourselves the question of innovation in sports, by presenting work carried out by Ubisoft and its partners in the production of the Six Invitational.

19:30 - 20:10 **The eSports opportunity**
Michel Poirier; Business development director, Solotech.

We cannot ignore the popularity of the ever-growing electronic sports or eSports, the immense success of eSports tournaments, based on survival games like Fortnite, Overwatch & Rainbow Six Siege, with constantly increasing prize pools, attracting a lot of attention. The boom in live broadcasting of these events and the improvement of the infrastructure of professional leagues have paved the way for eSports to reach an estimated 300 million viewers by 2022, which would be on par with the number of NFL viewers today.

With the accelerated growth of the market, eGaming sites are required to organize tournaments, which create opportunities for companies in Broadcast & Pro AV as well as for staging companies like Solotech to help build eSports facilities at both permanent and on a rental basis.

This presentation will be an analysis of the ecosystem for the global market surrounding eSports, while demystifying, both at the level of users and companies linked to the implementation and dissemination of eSports events.
20:10 - 20:20  Pause

20:20 - 21:00  Audiovisual production challenges and solutions for eSports
Boromy Ung; VP marketing, GrassValley

The world of eSports, both on the "players" and "viewers" side is growing and represents a source of numerous investments in audiovisual production equipment. However, and although they have many points in common with traditional television productions, there are very particular aspects of eSports production that require special attention and we propose to present these challenges and give an overview of how they can be resolved.

Biographies:

Mr. Vincent Girard: Marketing and events buyer, Ubisoft
Mr. Girard's mission is to support directors and project managers in the selection of their suppliers, in the fields of marketing, events and eSport. Specialist in negotiation and supplier management, his career has allowed him to have multiple experiences by combining entertainment and innovation. For the past 2 years, he has notably supported the production of the game Rainbow Six Siege on the management of suppliers involved in the production of the Six Invitational.

Mr. Michel Poirier: Directeur du développement des affaires, Solotech.
Mr. Poirier is currently mandated by Solotech to assess the possibility of developing the eSport market. He has been in the audiovisual industry for more than three decades and has worked abroad for several of these years where he held various executive positions. More info here.

Mr. Boromy Ung: VP Product Marketing, GrassValley
Mr. Ung is currently VP of Product Marketing at Grass Valley and as such, oversees all of Grass Valley’s product marketing activities for the entire product portfolio, on a WW basis. He has a deep understanding of broadcast technologies & applications, having held multiple product and marketing related responsibilities most recently as Chief Product Officer at ChyronHego and previously as VP / Product Line Manager for various products families at Grass Valley. He holds an electronics engineering degree from École Nationale d'Électrotechnique, Électronique, Informatique et Hydraulique de Toulouse (France) and an MBA degree from HEC Montreal (Canada).