



CATEGORY: BEST PLATFORM

eCLUTCH

eCLUTCH, an innovative new eSports platform, is bringing new gaming content to wider audiences via satellite. Launched by iKO Media Group at Eutelsat's 16° East orbital position, HOTBIRD at 13° East and 7/8° West, the platform initially includes 10 eSports and gaming channels, with more to join in the near future. The eSports market is expected to exceed 856 million users worldwide by 2028 and millions of viewers tune in to watch the experts play their favourite games. Traditionally distributed via streaming platforms and social media, iKO Media Group is expanding the reach of this new content to hard-to-reach areas beyond terrestrial networks via satellite, in a new hybrid distribution approach for eSports. By incorporating satellite broadcasting in its distribution strategy, iKO Media Group is amplifying the channels' reach to the millions of homes available via satellite, enabling broadcasters and TV platforms to target new audience bases, and bringing new content that was previously inaccessible to millions of viewers. The service has already been selected by Albania's leading pay-TV platform, DigitAlb, at 16° East, to expand its content offer and attract new subscribers.

The press releases are available here:

- <https://www.eutelsat.com/en/news/press.html#/pressreleases/iko-media-group-leverages-eutelsat-satellite-capacity-to-launch-eclutch-an-innovative-new-esports-package-bringing-new-gaming-content-to-wider-audiences-3308799>
- <https://www.eutelsat.com/en/case-studies/ESR-esports.html>
- <https://www.sportsvideo.org/2024/03/12/iko-media-group-leverages-eutelsat-satellite-launch-eclutch-bringing-new-gaming-content-to-audiences/>
- <https://ikomg.com/iko-media-group-leverages-eutelsat-satellite-capacity-to-launch-eclutch-an-innovative-new-esports-package-bringing-new-gaming-content-to-wider-audiences/>

adding also <https://eclutch.tv/> to support our application.