



## Version1 taps Thece to bolster broadcast advertising partnerships

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Version1 has signed a long-term partnership with [Thece](#), an advertising technology company. Thece specializes in connecting non-endemic brands to the [game viewing audience](#) and will help [Version1](#) curate partnerships that visually position brands on panel and carousel assets featured on the org's player and content creator streams.

As the gaming industry continues to grow and Version1 adds new professional players and content creators in a variety of games, it recognizes an opportunity to build relationships with brands across industries and sectors. This is a factor across the esports ecosystem and is prevalent on a local, regional, and global scale.

With Version1's high-level exposure at competitive events like Call of Duty League Champs in Los Angeles, California (Røkkr, finishing T4) and VALORANT's Masters in Reykjavík, Iceland (V1 VALORANT, finishing T6), the streams and activations have an increased value for current and prospective partners alike. Along with success at the competitive org level, Version1 has added to its influencer arsenal, signing creators and streamers to exclusive contracts and increasing total following to over 4M.

Using Thece, Version1 unlocks a turnkey solution that effectively demonstrates how brands can reach the growing game viewing audience through an organization's gaming content. Thece's technology is especially attractive to brands who are in the initial stages of exploring ad opportunities in gaming and esports, as well as at the influencer level.

Thece will source and create advertising assets for Version1 to place across its players' and content creators' streams. It provides high viewability by integrating advertising into the stream and prioritizes brand placement by developing an understanding of Version1 streams. By getting to know each influencer's personality, the games and activities they stream and the

engagements they have with followers and their chat, Thece can effectively engage advertisers with a product or service that will appeal to fans and followers.

The short-term nature of these campaigns means Version1 partners quickly see meaningful impressions and conversions contributing to long-term gains for partners. As results are realized, Version1 will continue to build relationships with these partners to develop additional ideas and campaigns that help brands have meaningful interactions with key audiences.