



**HONDA**

Custom Programs on **twitch**

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**Honda Esports on Twitch**

# Honda Esports on Twitch

The biggest competitive gaming communities live on Twitch



Twitch has direct partnerships with some of the biggest games in the world to help them develop best in class esports content for their passionate fanbases.

Integrating with all three of these series' is the perfect way for Honda to make a massive splash in the space, garner tons of instant earned media from industry press, and acquire a tremendous amount of brand recognition & loyalty with the most passionate gamers in the world.



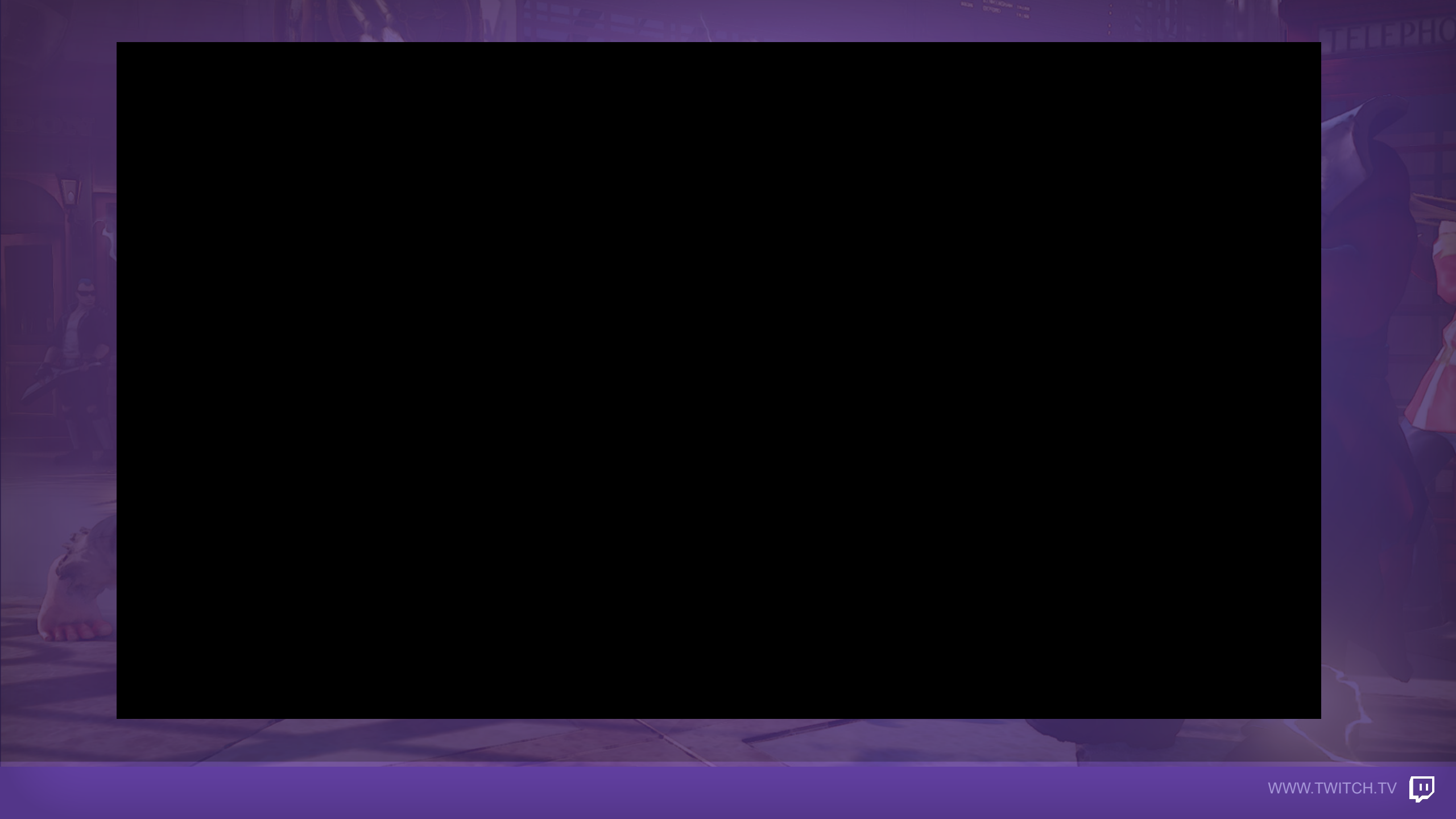
# ROCKET LEAGUE

# VAIN GLORY™



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Honda Esports on Twitch



# Capcom Pro Tour – Street Fighter 5

The greatest fighting game franchise of all time is back, and its home is on Twitch



- Street Fighter is the original esports and has a passionate, **diverse community**.
- Fans are eager to support the community they love, bringing a sense of **authenticity** to the competition.
- Capcom and Twitch bring the best experience in gaming and content strategy together to **establish Honda as an instant leader in this community**.
- The Capcom Pro Tour extends across **14 premiere events**, and over **50 ranking tournaments**

## 2015 STATISTICS

Previous Season Viewership:  
15,211,920  
Unique Views/Impressions: 7,495,380  
Viewable Hours: 250  
Max CCU's: 116,444

## 2016 PROJECTED STATS

Season Viewership:  
18,000,000+  
Unique Views/Impressions: 9,000,000+  
Viewable Hours: 300+  
Max CCU's: 125,000+

# Capcom Pro Tour – Street Fighter 5

The greatest fighting game franchise of all time is back, and its home is on Twitch



## ADDITIONAL CONTENT OPTIONS

- In-Game Integrations
- Pre/Post Event Shows
- Branded Segments
- Product Demonstration
- Marketing In-Person Interview
- Giveaways of In-Game Currency/Product
- Custom Commercial Integrations
- Access to Players/Coaches/Casters
- Team Integrations/Sponsorships

## ON-SITE INTEGRATION

- Branded Signage
- Onsite Car with Attendee Photo Opp
- Talent Meet and Greets
- Prizing/Giveaway
- Logo on Tickets/Lanyards
- VIP Sponsored Area

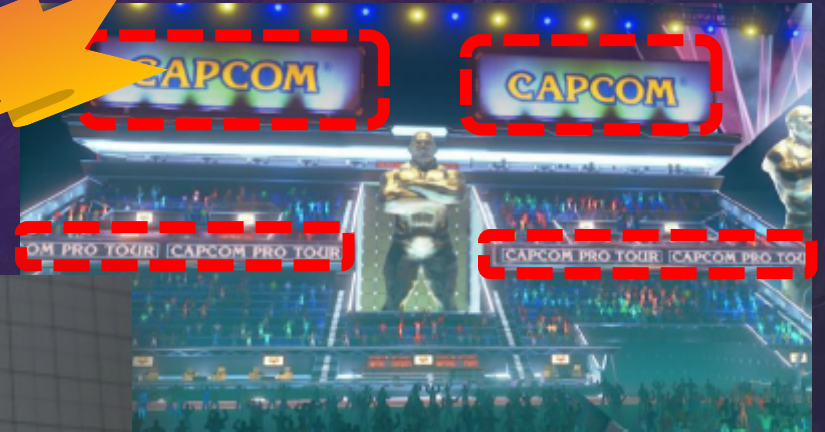
## MEDIA

- Pre/Mid Roll Video
- In-stream Video
- Channel Page Logo

## IN-STREAM INTEGRATION

- Broadcast Integration
- Rotational Lower 3rds
- Segment Sponsorships
- Replay of the Game
- Player of the Match
- Announcer Picks

**IN-GAME  
CONTENT!!**





# Capcom Pro Tour – Street Fighter 5

The greatest fighting game franchise of all time is back, and its home is on Twitch



Honda's integration with the Capcom Pro Tour extends beyond great esports events to best in class shoulder content.

- Weekly “**Capcom Pro Talk**” talk show hosted by community favorite personality Mike Ross.
- **Special events featuring passionate celebrities** like Lupe Fiasco and Steve Aoki going head to head against top SFV players.
- Potential for additional **custom physical activations** to align with Honda's key beats, or key markets.





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Honda Esports on Twitch



# Rocket League Championship Series

The Esport of the future is easy to pick up, and insanely difficult to master!



Twitch and Rocket League developer Psyonix announced the Rocket League Championship Series earlier this year after the game became a massive surprise success in 2015.

By integrating into the multiple 3-month seasons of the RLCS, Honda will further deepen its relationship with competitive gaming on Twitch.

## Rocket League by the Numbers:

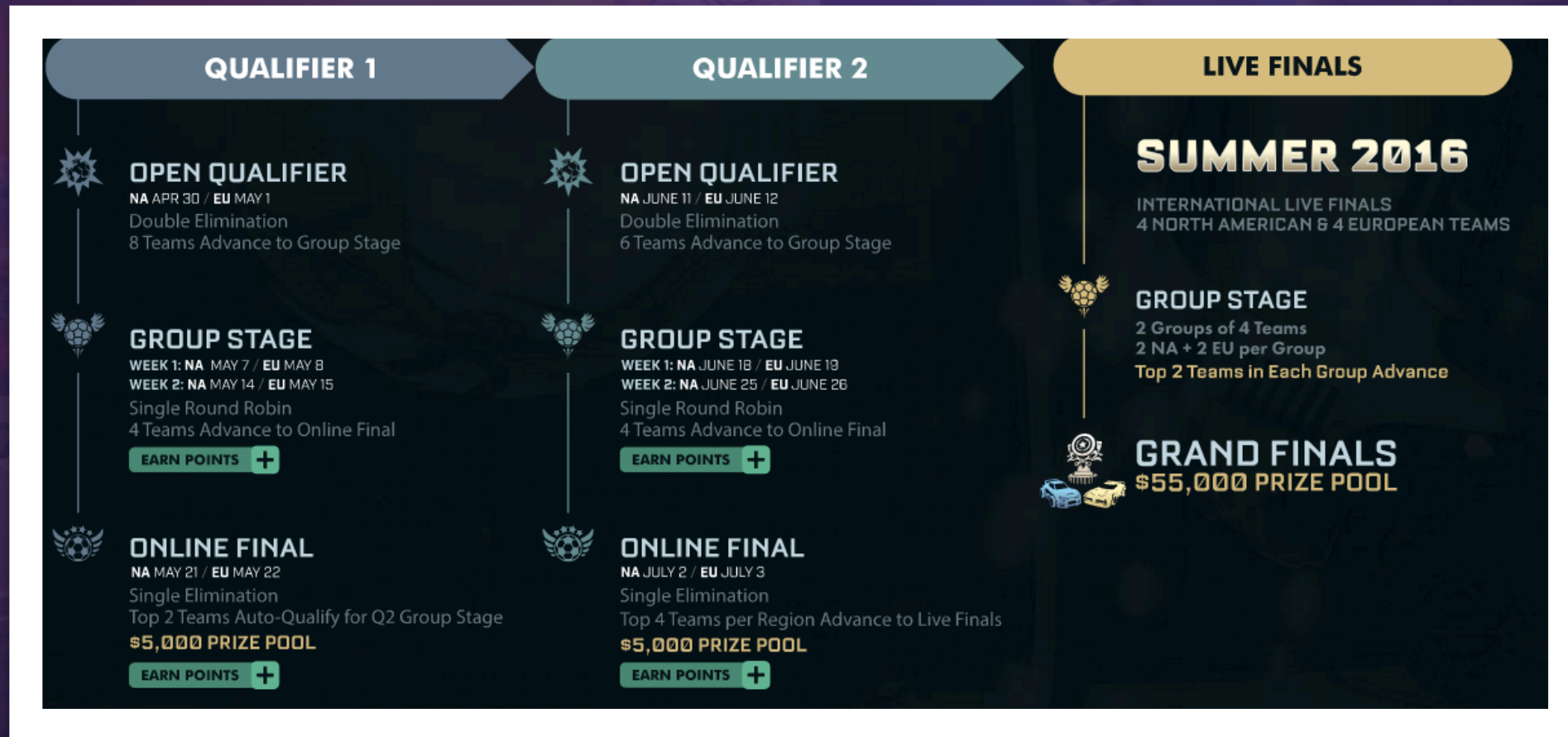
- Monthly Players: 3,000,000+
- Monthly Uniques on Twitch : 1,200,000+
- Minutes Watched per Month : 43,000,000+
- Players Worldwide: 14,000,000+

# Rocket League Championship Series

The Esport of the future is easy to pick up, and insanely difficult to master!



## Season Structure Example



# Rocket League Championship Series



The Esport of the future is easy to pick up, and insanely difficult to master!

## MEDIA

- Pre/Mid-Roll Video
- In-stream Video
- Channel Page Logo

## IN-STREAM INTEGRATION

- Broadcast Integration
- Rotational Lower-Thirds
- Segment Sponsorship

## ON-SITE INTEGRATION

- Branded Signage
- Product On Site
- Talent Meet and Greets
- Prizing/Giveaway
- Logo on Tickets/Lanyards
- VIP Sponsored Area

## ADDITIONAL CONTENT OPTIONS

- Pre/Post Game Shows
- Branded Segments for Advertisers
- Movie/TV Trailer Drops
- In-Game Giveaways
- Custom Commercial Integrations
- Access to Players/Coaches/Casters
- Team Integrations/Sponsorships



# VAIN GLORY™



Honda Esports on Twitch





# Vainglory League

The MOBA made for touch is one of the biggest competitive mobile games ever



- Twitch and Vainglory announced **our three year partnership** earlier this year.
- Last year, Vainglory was **the fastest growing mobile game on Twitch** with over 150 million minutes watched.
- A large part of the game's **success was driven by esports** content with over 1.5 million unique viewers tuning in to watch the Winter finals last year.
- Open registrations recently closed with and we'll see the first of four of this year's seasons kicking off in May.
- Teams of three are competing for a **prize pool of \$80,000** each season.

# Esports Pricing Overview



- Platinum Sponsor Package 2016-2017: **\$500k**



- Platinum Sponsor Package for Seasons 2 & 3: **\$250k**



- Exclusive Sponsorship for four full seasons: **\$500k**

# THE FACE OFF

SPONSORED BY



# The Face Off

Twitch's biggest broadcasters battle for ultimate bragging rights and Internet immortality



Twitch Influencers are among the **most talented gamers** on the planet. But, who among them has it all? Who has the skills, savvy, and versatility to take on any game, anytime, against equally **legendary opponents**? Let's find out!

The Face Off will pit Twitch's biggest broadcasters against each other in a series of incredible **gaming battles** sure to keep the Twitch community glued to their screens and hungry for more.

The prize? Nothing less than **Internet immortality**.

# The Face Off

Twitch's biggest broadcasters battle for ultimate bragging rights and Internet immortality

In each Face Off broadcast, four of Twitch's most popular Influencers will *face off* in a series of gaming challenges.

They'll battle it out in the latest, hottest and **biggest games** – ensuring massive interest and engagement from the Twitch community.

Each episode will showcase a different group of Influencers and, as new games come out, we'll add them to the show, ensuring a constant influx of **new talent, content, and viewers.**



# The Face Off

Twitch's biggest broadcasters battle for ultimate bragging rights

## The power of *emote*-ion.

What are our Influencers fighting for? What's all this about faces?

Honda's Face Off will offer what no other gaming competition can: the chance to be immortalized as a **Twitch global emote**, to **be the face** of "HondaChamp" on Twitch!

Chat emotes are the **language of Twitch** – a shorthand for shared sentiments, concepts, and experiences. Winning the Face Off will mean having your face introduced as part of this language across the **entire Twitch site** – regardless of channel or subscription.

The screenshot shows a Twitch chat interface. At the top, a message from **clack14** says "hes getting in". Below it, **NickTanella** says "thats cuz u keep getting crush countered". **Mieme** says "PP'd on". **take\_the\_bus** says "HE PAUSED MID ROUND" with a "beard" emote. **FUisis** says "suck it up danke" with a "suck" emote. **Olvaha** says "i feel ya danke". **EnvoyCookie** says "danke has this" with a "beard" emote. Below the chat is a grid of 30 emotes. A tooltip for the "beard" emote (a man's face) is visible, labeled "HondaChamp". At the bottom, there is a "Channel" dropdown set to "All" and a "Send a message" input field with an emote icon.

# The Face Off

Twitch's biggest broadcasters battle for ultimate bragging rights

## Fame is fleeting, the Internet is forever.

Plot twist! Though the “HondaChamp” string will live among the list of Twitch emotes for the **duration of the program's flight**, our winners will learn first-hand how fickle fame can be.

With each new Face Off episode, we'll crown an all **new Honda Champ** – a **new face** to appear each time the string is used. This will keep our audience tuning in to see who'll be the next new face of Honda, while keeping Twitch's top Influencers eager to compete to **claim and reclaim the title!**



# The Face Off

Twitch's biggest broadcasters battle for ultimate bragging rights and Internet immortality

The Face Off program will have a constant presence on Twitch – alternating between **digital showdowns** (where competitors connect to the broadcast online) and **physical tentpole events** – LIVE broadcasts where Influencers compete in-person from a Honda-themed set.





A futuristic racing arena with a large glowing orb in the center and a custom off-road vehicle in the foreground. The scene is lit with blue and purple light, with a grid pattern on the floor and various flags hanging from the ceiling. The text "Custom Commercials" is overlaid in the center.

# Custom Commercials

# Custom Commercials

Custom pre-roll media captures your message and puts it in Twitch's voice!

In addition to the Honda Esports initiative and the Face Off Influencer program we'll create **a series of Honda-branded custom commercials** to air as pre-roll and mid-roll across the Twitch site *and beyond*.

Twitch-produced and Honda-approved, your custom commercials will speak directly to the Twitch audience in their own language.

Custom commercials are a perfect promotional tool for your content on Twitch. We can leverage participating Influencers and Esports footage that **drives awareness and tune-in** with an authentic voice



A large esports arena with a stage, audience, and multiple screens displaying game content. The scene is dimly lit with blue and purple stage lighting. A large audience is seated in the foreground, facing a stage with several large screens. The central screen shows a game interface with a map and various elements. The stage is decorated with banners and posters. The overall atmosphere is that of a major esports event.

# The Importance of Media

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# Your Media Makes Your Program A Success

Media is essential to the success of any custom program on Twitch.

- **Pre-roll and mid-roll** video spots drive awareness and action – whether for tune-in to your custom programs, or awareness of the Honda brand message on Twitch.
- **Newsletter, social media, and sizzle strip** placements drive awareness of your custom programs across the Twitch community's inboxes and social feeds – telling them exactly when, why, and how to participate.
- **Homepage carousel placements** during your custom programs drive Twitch viewers directly to your LIVE broadcasts, resulting in major viewership and community participation.

The screenshot shows a Twitch stream for 'THE FACE OFF' event, sponsored by Honda. The stream features a DJ performing in a dark studio with blue lighting. The interface includes a chat window, a subscriber goal, and a featured games carousel at the bottom. The Honda logo is visible in the top right and bottom right corners.

**THE FACE OFF**  
SPONSORED BY HONDA

WHO'S FACE WILL REIGN SUPREME?

WATCH THE FACE OFF

AND FIND OUT WHO WILL GET EMOTE GLORY

RECENT BROADCASTS: STAYHUBBING, SIS, AKA, PROPHET, BICOLMUSIC, LTCICKEN, BICOLMUSIC

RECENT FOLLOWS: BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC, BICOLMUSIC

THE FOLLOW BUTTON

WELCOME TO THE STREAM

Sub Goal: 0/3

LTCicken playing Creative

Song Production with LTCicken!

LTCicken has taken a mystical musical journey furthering his song-writing and production skills live on Twitch! Interested in the process of how real songs are made to be amazing for your ear holes? Stop on by! LTCicken takes full responsibility for any instances of S.E.S. (Sudden Eargain Syndrome) in his stream.

Click here to watch and chat!

Featured Games Games people are watching now

Game	Viewers
League of Legends	109,705 viewers
Gaming Talk Shows	45,000 viewers
Hearthstone: Heroes of Warcraft	41,499 viewers
Dota 2	40,516 viewers

HONDA



# THANK YOU



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