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## IeSF, Partnership with World Mobile Games

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<IeSF and WMG Logo>

The International e-Sports Federation (IeSF), who pursues global standardization for e-Sports, will make its first step to lead future e-Sports.

As first initiative, IeSF made partnership with World Mobile Games (WMG) for global mobile e-Sports broadcasting platform on July 28th.

WMG TV developed by WMG is a mobile application that enables gamers to play and stream mobile games simultaneously without PC or Camera. This is one of the popular technologies nowadays as known as Multi-Channel Network (MCN).

Moreover, WMG is planning to add social live streaming and live mobile game streaming. Also, they are planning to let this technology to be used in Mobile e-Sports in the future.

IeSF President, Mr. Byung Hun Jun said “So far, IeSF has researched and studied on future e-Sports. IeSF has kept interest in mobile e-Sports and IeSF saw possibility on mobile e-Sports market as mobile e-Sports platform emerged. Mobile e-Sports will be a good tool for IeSF as IeSF is pushing e-Sports for all. Starting with mobile e-Sports, IeSF will make a rough sketch of new-generation or future e-Sports.”

IeSF's such steps appear that IeSF will provide ecosystem in e-Sports market in the future by developed e-Sports model together with next IT technology related platforms.

▶ About IeSF

The International e-Sports Federation (IeSF) is an International Union governing e-Sports globally, established in 2008. Currently IeSF retains 47 member National Federations. As e-Sports has been perceived as one of potential Sport disciplines, those National Federations are getting closer to be recognized by National Sport Authorities such as Ministry of Sport and National Olympic Committees.

Since 2009, IeSF has been hosting e-Sports World Championship every year. Also, IeSF cooperates with various International Sport Bodies. IeSF has been approved as one of the official signatories of World Anti-Doping Agency in 2013, and since then, IeSF has been operating doping control for every event. Also, IeSF is official counterpart of Olympic Council of Asia (OCA) as well as an International member of TAFISA (The association For International Sport for All).

As taking further step, IeSF is aiming for affiliation to Sport Accord. IeSF is also an officially recognized applicant for the International Olympic Committee. IeSF has received an official letter from the IOC on April 17<sup>th</sup>. IeSF will be submitting all relevant documents by August 31<sup>st</sup> 2016 and will receive the results in December.