

## **Esport: Paris launches ‘LEVEL 256’ Europe’s first innovation platform**

**Because tomorrow’s e-sports are played today, the City of Paris has announced its support for ‘LEVEL 256’ the first innovation platform dedicated to e-sports. It’s launched today by Paris&Co, the economic development and innovation agency in Paris.**

E-sports is competitive video gaming, and includes all multi-player competitions in the world of video games. It’s also one of the biggest cultural phenomena of recent years, with the global market worth 900 million euros today, and set to reach three billion by 2022. In France, a recent barometer, Médiamétrie – France Esports estimates that there are five million consumers of e-sports in 2018 and 935,000 players.

To meet the challenges of technological, economic and societal development, Paris&Co, with the support of the City of Paris, today launched the world’s first e-sports platform, called LEVEL 256.

It’s a nod to the bug in the Pacman video game which stopped you from going beyond level 256 at the time. Since then, developments and innovation have been evolving increasingly, so LEVEL 256 will be an ambitious programme to meet the objective of making Paris the European capital of e-sports!

### **LEVEL 256, a place to meet and share**

As well as incubating various national and international start-ups, LEVEL 256 aims to promote meetings and exchanges between players in e-sports (SMEs, large companies, associations, institutions and amateur and professional teams). The aim is to support them in their search for skills, innovations and investors.

Alongside the founding partners, AXA, EDF and FDJ esport, LEVEL 256 already supports 11 companies such as: Pictor innovation, GamersRoom, Gameblr Esports, GameWard, Bequipe, E-Corp, Pantheon, World Gaming Federation, Wezzar, Gozulting and Glory4gamers.

Developing amateur communities in Paris is an important social inclusion issue. LEVEL 256 will offer a unique space located in the east of Paris which trains, raises awareness and promotes e-

sports which are accessible to everyone. Diversity and inclusion of people with disabilities are major areas of development.

### Paris, host of the biggest e-sports events

E-sports are characterised by the broadcasting of competitions all over the world and can reach up to 36 million Internet viewers. In November 2019, the City of Paris will host one of the most prestigious competitions: the final of the League of Legends World Championship.

#### About Paris&Co

Paris&Co is the economic development and innovation agency in Paris. It promotes the influence of the innovation ecosystem through the incubation of over 400 start-ups per year, experimentation with innovative solutions, the holding of national and international events as well as the prospecting and hosting of foreign start-ups. It develops its activity involving open innovation in close connection with over 120 major companies and major institutions.

<http://www.parisandco.paris> & [www.level256.parisandco.com](http://www.level256.parisandco.com)

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