



CODERED

FULL SERVICE ESPORTS AGENCY

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+ OVERVIEW

- MORE THAN 40 YEARS COMBINED ESPORTS EXPERIENCE AMONG DIRECTORS
- **WORKED WITH EVERY WORLD CLASS ESPORTS ORGANISER IN THE WORLD**
- WRITTEN, PRODUCED AND DIRECTED WORLD CLASS ESPORTS BROADCASTS
- **HIGHLY RESPECTED AND PROFESSIONAL TALENT POOL**
- CONSULTED TO A WIDE RANGE OF BUSINESSES ON ESPORTS FROM FINANCE TO TV
- **WORLD CLASS ESPORTS ADVICE**
- AWARD WINNING TALENT

From building grass roots esports events through to helping broadcast *The International* to millions of viewers, the people behind Code Red have worked in all areas of esports. Working with game developers and publishers, professional teams and players, tournament organizers, sports clubs, investors and endemic and non-endemic brands, Code Red can provide either quick or ongoing advice to help you navigate the ever changing landscape of the esports industry.

Our consultancy has proved effective in creating and delivering market leading results across a wide range of esports projects.

+ WHAT DO WE DO?



ESPORTS TALENT AGENCY



BROADCASTING CONSULTANCY



ESPORTS INDUSTRY ADVICE



TOURNAMENT STRUCTURING



SPECTATOR MODES



WORKSHOPS & TRAINING



CONSULTANCY

+ BROADCASTING ADVICE



Having helped produce more than 100 shows for broadcast online via IPTV or Twitch and for traditional satellite or cable television broadcast, on channels including Sky Sports, Sky One, ESPN, Eurosport and DirecTV, Code Red has a wealth of experience in all aspects of broadcasting.

We can advise and consult on a variety of broadcast solutions.

- **WRITING COMPLETE SHOWS**
- **RUNDOWN CREATION**
- **SCRIPTING**
- **DIRECTION**
- **PRODUCTION**
- **LIVE STREAMING**
- **HIRING STAFF AND TALENT**



+ INDUSTRY ADVICE

With over 40 years' combined esports experience and a passion for the industry that means Code Red's team are on the cutting edge of the latest news and trends.

Code Red are uniquely positioned to provide strategic insight and advice regarding any esports ventures.

- Industry networking
- Content acquisition
- Community tutoring
- PR
- Marketing
- Betting
- Sponsorship
- Team purchases
- Player movement



TRAINING & WORKSHOPS

Code Red hosts workshops for both corporate clients and educational institutions.

Topics that Code Red cover include:

- **AN INTRODUCTION TO ESPORTS**
- **UNDERSTANDING THE ESPORTS LANDSCAPE FOR INVESTORS**
- **ADVANCED ESPORTS MARKETING TECHNIQUES**
- **ESPORTS BROADCASTING SHOW CREATION**
- **COMMENTARY & HOSTING WORKSHOPS**

Bespoke content can be created tailored to your requirements, even down to specific games.

+ TALENT

Code Red Esports is a worldwide talent agency with both established and up and coming esports broadcasting talent on its roster. Whether you are looking to hire on-air talent or production staff for your event, we can help with rates and experience to suit all budgets and styles.



+ CLIENTS

Code Red Esports have been privileged to work with some of the biggest brands in gaming and technology. From putting on events to consultancy, we've worked with game publishers, professional gaming teams, event organizers, television channels, online and print publications and educational institutions.

esPORTS
INDUSTRY AWARDS



VALVE

AMD

BRITISH
esPORTS
ASSOCIATION

Bethesda

GFINITY



PGL

GINX
ESPORTSTV

CODERED

WHAT OTHERS SAY

"A pleasure to recommend Paul as a true professional in every sense of the word. As part of our ground breaking project and live on screen presentation Paul was at the hub of our collective efforts. Totally dedicated, passionate and always in the right place. All that said he is a pleasure to work with and lot of fun as well. Can't beat that!!"

Mike Burks – Producer FoxSports-DirectTV-TNTSports

"...his broad skill set enables him to productively adapt to a variety of work environments and his positive attitude is continually motivating to any team he is charged with leading. I would highly recommend Paul not only as an amazing worker, leader and visionary but more importantly as a sincere and good person."

Jason Lake – Founder and CEO at Complexity Gaming

"Paul and Code Red Esports have been consulting with our awards from day one. Paul not only helped us shape these awards but volunteered to chair our panel. His integrity, knowledge on the industry and his level of detail is second to none. A pleasure to deal with."

Tom Mercey – Financial Director at MBN Promotions (for Esports Industry Awards)

"I worked with Paul (ReDeYe) on a number of eSports projects. He was always professional and on top of his game. He does an excellent job on live television and stream broadcasts where there is no room for mistakes. He is well respected in the eSports community, and I would definitely hire him for future projects that would need his professional services."

Han Pak – President at Turtle Entertainment America, Inc. North America