

# THE GAMES OF FUTURE PROJECT

March 10, 2023



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# ABOUT THE PROJECT



# **TOURNAMENT AND PHYGITAL MOVEMENT**



# THE CONCEPT OF PHYGITAL AND THE GAMES OF FUTURE



**PHYSICAL** + **DIGITAL** » **PHYGITAL**

## PHYGITAL

A fundamentally new sports product – a competition in hybrid phygital disciplines that combine traditional sports, esports, gadgets and AR/VR technologies

## PHYGITAL GAMES

A series of PHYGITAL tournaments on the road to the pinnacle event of global PHYGITAL sport - The Games of Future.

## THE GAMES OF FUTURE

A PHYGITAL mega sports event. The first ever Games of Future will be held in Feb-Mar 2024 in Kazan



## OUR MISSION

Promote the development of well-balanced individuals (*homo-harmonicus*) by combining physical and digital activities

- ▷ [gamesofuture.com](https://gamesofuture.com)
- ▷ [vk.com/gamesofuture](https://vk.com/gamesofuture)
- ▷ [t.me/myfuturesport](https://t.me/myfuturesport)

# THE GAMES OF FUTURE 2024



- ▶ *First-ever international phygital sports mega event*
- ▶ *A pinnacle event of global PHYGITAL sport*
- ▶ *Multi-national club tournament open for anyone*
- ▶ *Breathtaking ceremonies and exciting satellite events*
- ▶ *Global reach through online streaming & broadcasting*

**9 DAYS**  
OF COMPETITION

**16+**  
INNOVATIVE SPORT  
DISCIPLINES

**256**  
TEAMS

**2000**  
PARTICIPANTS

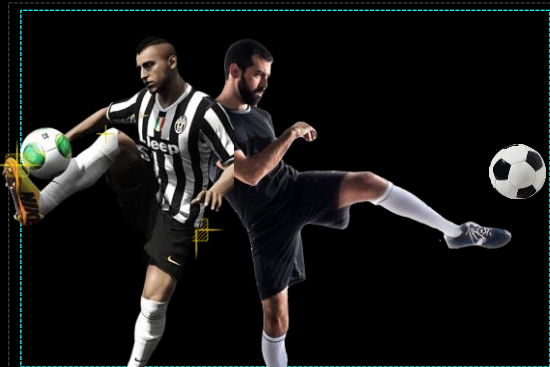
**3+ BLN**  
VIEWS

# UNIQUE COMBINATION OF DISCIPLINES

## NEW CULTURE OF SPORTS EVENTS

### PHYGITAL SPORT

FULL INTEGRATION



#### SPORTS CHALLENGE

Hybrid sport competition in classic sports and their digital counterparts

#### TACTICAL CHALLENGE

Competition in 3D-shooter video games and their physical counterpart (laser tag)

### ESPORTS



#### BATTLE CHALLENGE

MOBA genre esports competitions



#### SPEEDRUN CHALLENGE

The esports contest of speed playthrough of video games' classics

### TECH SPORT



#### TECHNICALLY ASSISTED CHALLENGE

Innovative sports disciplines with use of technological devices





# UNIQUE COMBINATION OF DISCIPLINES

## OFFICAL PROGRAMME OF THE GAMES OF FUTURE

### PHYGITAL SPORT

FULL INTEGRATION



#### SPORTS CHALLENGE

##### PHYGITAL

1. EA FIFA + FUTSAL 5x5
2. EA NHL + HOCKEY 3x3
3. NBA2K + BASKETBALL 3x3
4. ASSETTO CORSA + CART RACING
5. MK11 + MMA (4 WEIGHTS)

#### TACTICAL CHALLENGE

##### PHYGITAL

6. CS:GO + LASERTAG
7. VALORANT + LASERTAG
8. WARFACE + LASERTAG
9. M PUBG MOBILE + LASERTAG

All matches of laser tag take place on stages that are identical to their digital counterparts. Matches are held in the format of full integration and the winner is decided by the sum of points of both parts

#### BATTLE CHALLENGE

##### DIGITAL

10. DOTA 2
11. LEAGUE OF LEGENDS
12. M MOBILE LEGENDS: BB
13. M ARENA OF VALOR

#### BATTLE PHYGITAL SUPER CUP

Show match among the winners of the challenge with MOBA mechanics in Fantasy style

### ESPORTS

### TECH SPORT

14

#### SPEEDRUN CHALLENGE

##### DIGITAL

- RETRO CONSOLE
- RETRO PC
- MODERN PC

#### SPEEDRUN PHYGITAL SUPER CUP

Show match with spectacular sport elements, reflecting game spirits from different eras of video games

#### TECHNICALLY ASSISTED CHALLENGE

15. BEAT SABER VR
16. DRONE RACING

- CYBATHLON
- AUTO MODEL RACING
- ROBOT FIGHT
- HYDROFLIGHT
- FLYBOARD (JETPACK)
- OWN PRODUCT
- OTHER

demo



# PHYGITAL FOOTBALL FORMAT




PHYGITAL SPORT  
SPORTS CHALLENGE

EA FIFA + FUTSAL 5x5  
NBA2K + BASKETBALL 3x3  
EA NHL + HOCKEY 3x3  
ASSETTO CORSA + CART RACING  
MM11 + MMA (4 WEIGHTS)

## DIGITAL

 EA FIFA 2x2 match  
Volta mode 5X5 (PS5)

 2 halves  
3 minutes



### 20 MIN. BREAK

Stage replacement,  
warmup for the  
physical stage

## PHYSICAL

 Futsal

 2 teams  
5 players

 2 halves  
10 minutes



16 TEAMS OF 7 ATHELETES  
substitutes included

SINGLE ELIMINATION

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

WINNER IS DETERMINED BY A  
NUMBER OF GOALS SCORED IN BOTH STAGES  
OF A PHYGITAL MATCH

In case of a draw the  
penalty series is conducted  
within futsal

### PRIZE POOL

\$ 1 000 000



# PHYGITAL BASKETBALL FORMAT

PHYGITAL SPORT  
SPORTS CHALLENGE

EA FIFA + FUTSAL 5x5  
NBA2K + BASKETBALL 3x3  
EA NHL + HOCKEY 3x3  
ASSETTO CORSA + CART RACING  
MM11 + MMA (4 WEIGHTS)

## DIGITAL



NBA2K 2x2  
«Black Top 3v3» mode  
(PS5)



Game  
up to  
21 points



### 20 MIN. BREAK

Stage  
replacement,  
warmup for the  
physical stage



## PHYSICAL



Basketball 3X3



2 teams  
3 players



Game time  
10 minutes

16 TEAMS OF 4 ATHELETES  
substitutes included

SINGLE ELIMINATION

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

WINNER IS DETERMINED BY A  
NUMBER OF POINTS SCORED IN BOTH STAGES  
OF A PHYGITAL MATCH

In case of a draw free  
throw series is conducted  
within basketball 3x3

## PRIZE POOL

\$ 1 000 000



# PHYGITAL HOCKEY FORMAT



PHYGITAL SPORT  
SPORTS CHALLENGE

EA FIFA + FUTSAL 5x5  
NBA2K + BASKETBALL 3x3  
EA NHL + HOCKEY 3x3  
ASSETTO CORSA + CART RACING  
MM11 + MMA (4 WEIGHTS)

## DIGITAL

-  1 match EA NHL 2x2 Threes Eliminator mode (PS5)
-  3 periods  
3 minutes




### 20 MIN. BREAK

Stage replacement, warmup for the physical stage



## PHYSICAL

-  Hockey
-  2 Teams  
3+1 athletes
-  2 periods  
10 minutes

16 TEAMS OF 7 ATHELETES  
substitutes included

SINGLE ELIMINATION

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

WINNER IS DETERMINED BY A  
NUMBER OF GOALS SCORED IN BOTH STAGES  
OF A PHYGITAL MATCH

In case of a draw the shootout  
series is conducted within physical  
hockey

## PRIZE POOL

\$ 1 000 000



# PHYGITAL RACING FORMAT



PHYGITAL SPORT  
SPORTS CHALLENGE

EA FIFA + FUTSAL 5x5  
NBA2K + BASKETBALL 3x3  
EA NHL + HOCKEY 3x3  
ASSETTO CORSA + CART RACING  
MM11 + MMA (4 WEIGHTS)

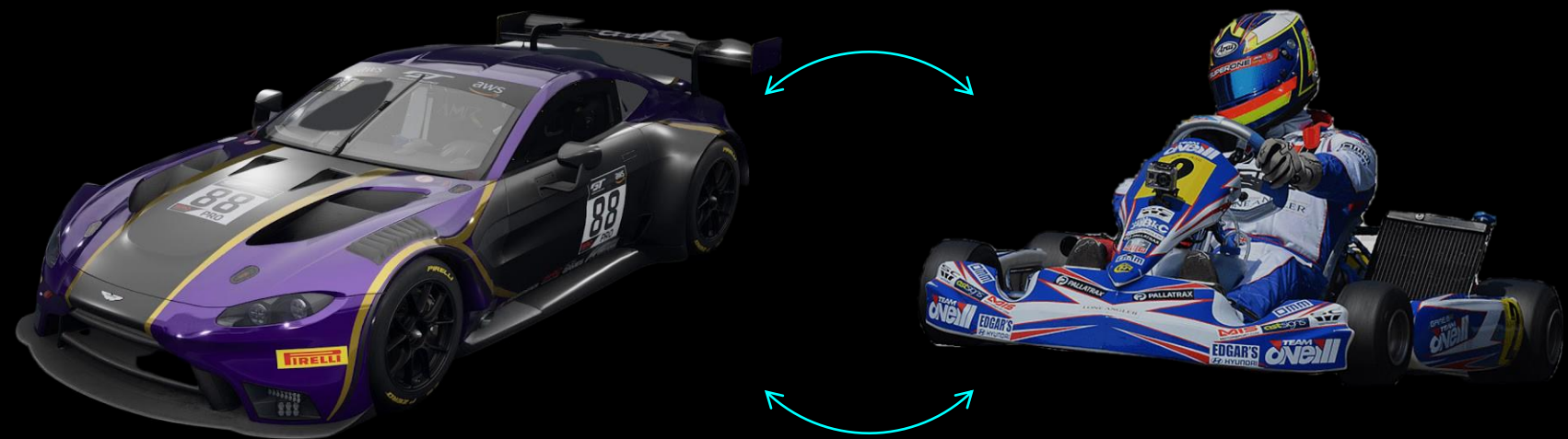
## DIGITAL

 3 laps in Assetto Corsa  
[SIM RACING]

THE ATHLETS  
ATHLETES PASS  
THROUGH THE  
TRANSIT ZONE AND  
PASS THE RELAY

## PHYSICAL

 5 Laps in karting



16 TEAMS 2 RACERS

QUALIFIATION  
best lap time in simulator and on a karting track

FINAL RELAY-RACE  
KARTING-SIMULATOR-  
KARTING-SIMULATOR

WINNER IS DETERMINED BY CROSSING THE  
FINISH LINE IN SIMULATOR

## PRIZE POOL

\$ 1 000 000

# PHYGITAL MMA FORMAT






PHYGITAL SPORT  
SPORTS CHALLENGE

EA FIFA + FUTSAL 5x5  
NBA2K + BASKETBALL 3x3  
EA NHL + HOCKEY 3x3  
ASSETTO CORSA + CART RACING  
MM11+ MMA

## DIGITAL

-   Mortal Kombat 11
-  1vs1
-  BO5 game

## PHYSICAL

-  MMA fight
-  1vs1
-  3 rounds of 3 minutes

16 TEAMS OF 4 FIGHTERS	SINGLE ELIMINATION WITH A UNIQUE WEIGHT CATEGORY FOR EACH PLAY OFF STAGE	TOURNAMENT BRACKET IS FORMED BY A DRAW
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WINNER IS DETERMINED BY A  
NUMBER OF POINTS SCORED IN BOTH STAGES  
OF A PHYGITAL MATCH

MK match win – 3 points  
MK match draw – 1 point  
Technical knockout in MMA – 5 points  
Win in MMA – 3 points  
Draw in MMA – 1 point

In case of equality of points additional  
indicators are considered

PRIZE POOL  
\$ 1 000 000

# CS:GO/VALORANT/WARFACE FORMAT




TACTICAL CHALLENGE

5-on-5  
Battle royale

## DIGITAL

 Action Shooter Genre  
(PC)

 2 teams of 5 players


 till 16 wins  
≤30 rounds  
round time 2 min



## PHYSICAL

 Lasertag  
«Bomb Plant»

 2 teams of 5 players

 till 16 wins  
≤30 rounds  
round time 2 min

The layout and look of a Physical stage (laser tag field of play) reflects the design of one of the most popular maps from the Tactical Challenge video games

16 TEAMS OF 7 ATHELETES

SINGLE ELIMINATION

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

THE WINNER IS DETERMINED BY THE **TOTAL WINS IN THE ROUNDS** OF THE TWO STAGES.  
IN CASE OF A TIED SCORE, THE WINNER IS  
AWARDED BY THE NUMBER OF FRAGS IN TWO  
STAGES

## PRIZE POOL

\$ 2-3 000 000



# BATTLE ROYALE PUBG:MOBILE/ FORTNITE / FREE FIRE FORMAT



TACTICAL CHALLENGE

4-on-4  
Battle Royale

## DIGITAL



Battle Royale genre  
game



16 teams of 4 players



10 rounds  
35 minutes



## PHYSICAL



Laser tag  
«Battle Royale»



16 teams 2 players



4 rounds of  
35 minutes

16 TEAMS OF 6 ATHELETES

TEAM "FREE-FOR-ALL" WITHIN  
ONE GROUP

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

THE WINNER IS  
DETERMINED BY THE  
TOTAL POINTS IN THE  
ROUNDS OF THE TWO  
STAGES.

Winner of the match in FREE FIRE 10  
pts.  
2 place in a match FREE FIRE 6 pts.  
3 place in a match FREE FIRE 5 pts.  
4 place in a match FREE FIRE 4 pts.  
5 place in a match FREE FIRE 3 pts.  
6 place in a match FREE FIRE 2 pts.  
7 place in a match FREE FIRE 1 pt.  
8 place in a match FREE FIRE 1 pt.

Frag in a match FREE FIRE 1 pt.

Winner of the match in laser tag 25  
pts.  
2 place in a match в laser tag 15 pts.  
3 place in a match в laser tag 12 pts.  
4 place in a match в laser tag 10 pts.  
5 place in a match в laser tag 7 pts.  
6 place in a match в laser tag 5 pts.  
7 place in a match в laser tag 2 pts.  
8 place in a match в laser tag 2 pts.

Frag in a match laser tag 5 pts.

PRIZE POOL

\$ 1 500 000

# BATTLE CHALLENGE FORMAT

BATTLE CHALLENGE

MOBA Strategy



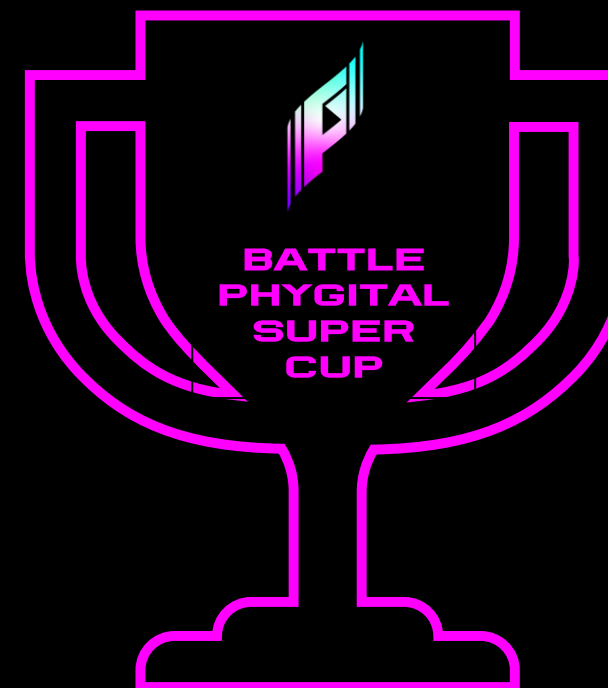
## ESPORTS MOBA STRATEGY GAMES TOURNAMENT

LEAGUE OF LEGENDS  
DOTA2  
MOBILE LEGENDS: BANG BANG  
ARENA OF VALOR

16 TEAMS IN EACH  
DISCIPLINE/VIDEO GAME

PLAY-OFF SYSTEM IN "BO3" OR  
"BO5" FORMATS DEPENDING ON  
SPECIFIC GAME AND TOURNAMENT  
STAGE.

THE WINNERS OF THE DISCIPLINES PARTICIPATE  
IN A PHYGITAL SUPER CUP



### GOF 2024

BATTLE PHYGITAL SUPER CUP:  
show-match among disciplines winners  
with the MOBA mechanics usage within  
fantasy environment

### TE 22-23

Winners of Battle Challenge disciplines  
will participate in a show-match in  
other Phygital disciplines

TOTAL PRIZE POOL

\$ 8 000 000





# SPEEDRUN FORMAT



SPEEDRUN

## DIGITAL

-  3 consoles / 3-5 games
-  Speedrun



### Retro console (NES)

- Chip 'n' Dale
- Battletoads
- Super Mario



### Retro PC (PC)

- Ultimate Doom
- Quake
- Half-Life



### Modern PC (PC)

- Hollow Knight
- Dishonored
- Dark Souls

16 TEAMS OF 3 PLAYERS	PLAYERS COMPETE IN A JOINT START RACE	TOURNAMENT BRACKET IS FORMED BY A DRAW
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TOP 4 TEAMS PARTICIPATE IN SPEEDRUN  
PHYGITAL SUPER CUP FOR THE ADITIONAL  
PRIZE POOL

PRIZE POOL  
\$ 500 000



# DRONE RACING FORMAT



TECHNICAL CHALLENGE

Drone racing  
Beat Saber

## DIGITAL



Qualification:  
Simulator race  
DCL - The Game



100 laps  
[25 laps per driver]  
~45 minutes

16 TEAMS OF 2 PILOTS

THE WINNER IS DETERMINED IN ORDER OF  
CROSSING THE FINISH LINE IN PHYSICAL  
STAGE

## PHYSICAL



Race on a physical  
track



100 laps  
[25 laps per driver]  
~45 minutes



PRIZE POOL

\$ 500 000

# BEAT SABER FORMAT



TECHNICAL CHALLENGE

Drone racing  
Beat Saber

A DISCIPLINE THAT COMBINES  
PHYSICAL AND DIGITAL ACTIVITY  
AS A DIRECT IMPLEMENTATION OF  
THE PHYGITAL PRINCIPLE

Best of seven  
difficulty «Expert+»

- Tracks are uploaded by organizers
- Track selection is determined by «Track Veto»
- Track list consists of 30 tracks



16 TEAMS OF 1 PARTICIPANT

SINGLE ELIMINATION

TOURNAMENT BRACKET  
IS FORMED BY A DRAW

POINTS ARE COUNTED WITHIN THE GAME,  
PARTICIPANT WHO SCORED **MORE POINTS**  
WINS THE ROUND

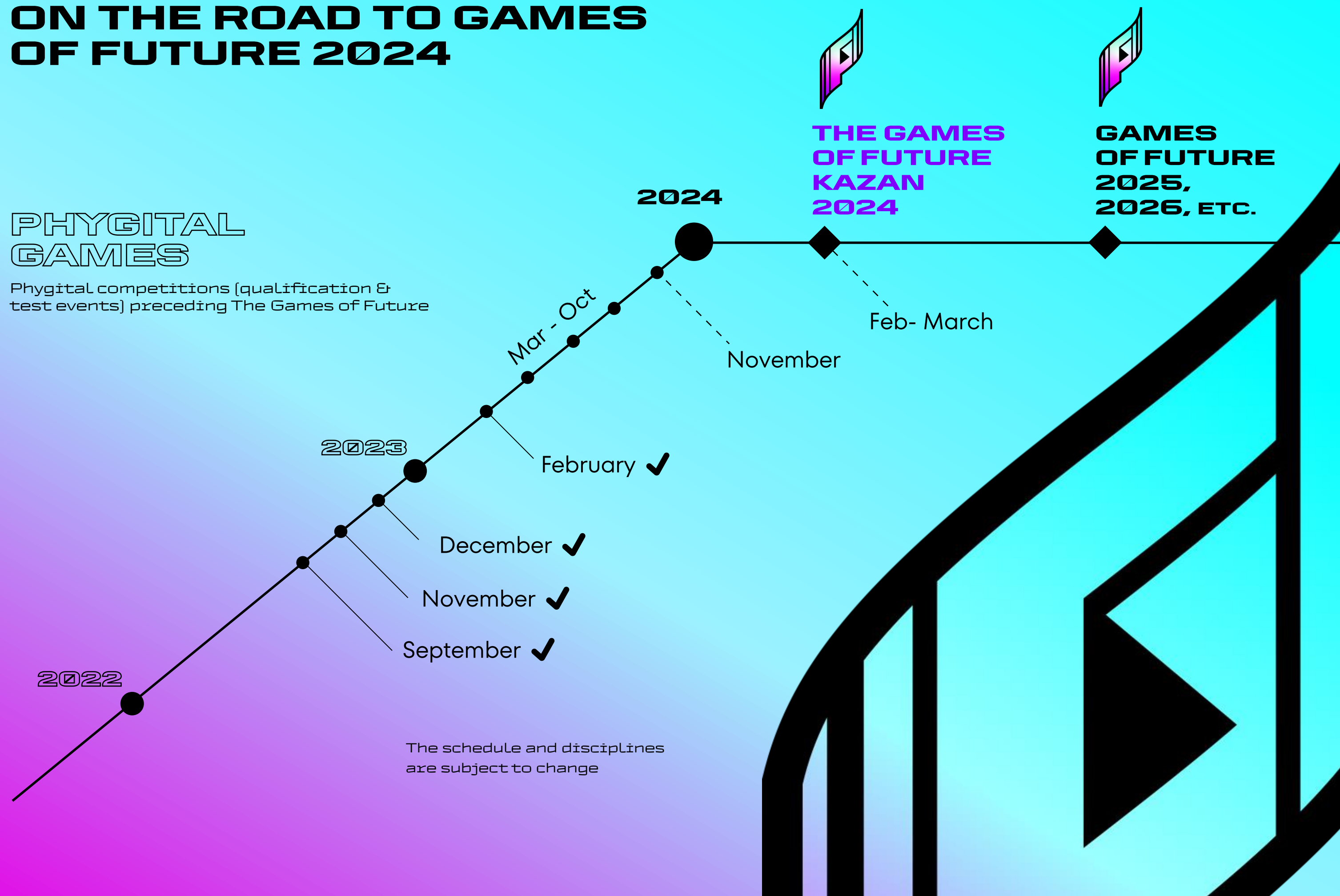
**PRIZE POOL**

**\$ 500 000**

# ON THE ROAD TO GAMES OF FUTURE 2024

## PHYGITAL GAMES

Phygital competitions (qualification & test events) preceding The Games of Future





# FACTS AND FIGURES

## VIEWERSHIP PROGRESS













	2022 PHYGITAL GAMES	2023 PHYGITAL GAMES	2024 THE GAMES OF FUTURE
	PLAN / FACT	PLAN	PLAN
Views	1,000,000 / 16,800,000+	50,000,000	3,000,000,000
Unique viewers	50,000 / 2,400,000+	1,500,000	93,000,000
Live broadcast hours	15 / 35	500	350
	TARGET ACHIEVED		



# FACTS & FIGURES

## PHYGITAL GAMES STATS



	SEPTEMBER 22	NOVEMBER 22	DECEMBER 22	FEBRUARY 23
Disciplines / Teams	4/20	2/14	4/1	5/20
Countries				
Streamers	1	8	8	11
Views during Live streams	535 189	2 605 015	1 934 781	6 912 047
Uniques	3 500	189 123	182 601	298 501
Reach	6 900 000	11 259 000	18 786 293	130 800 000
Publications	596	700+	320+	2034+
Live Streams Platforms		 	 	



**ABOUT THE ORGANIZERS OF  
THE GAMES OF FUTURE 2024**



# ORGANIZERS

## ADCS, RUSSIA, MOSCOW

Agency for Computer Sports Development

## ABOUT US

*ADCS is a non-commercial, non-profit entity that was founded by a group of international experts in order to become a worldwide leader of phygital sports by developing new disciplines combining esports and classic (traditional) sports and promoting its mission of developing well-balanced individuals worldwide.*

*ADCS is the sole rightsholder of all IP rights related to The Games of Future event and Phygital Games*

*The Games of Future is a pinnacle of the global phygital sport, and a brand-new cross-border club tournament that is planned to be held in the selected cities all over the world on a yearly basis*

*The first ever Games of Future 2024 will be hosted by Kazan, Russia*



# WHO RUNS THE GAMES OF FUTURE 2024 IN KAZAN?

## ADCS

- *Develops all rules and regulations of the tournament and secures all IP rights for the brand and the event*
- *Appoints the Host City & the local organizer (regional delivery authority)*
- *Selects and produces the phygital disciplines and sources the proficient participants and clubs from around the globe*
- *Holds necessary talks with video game publishers and secures agreements which allow the video games usage within phygital disciplines and the official programme*
- *Deals with teams (clubs) & athletes, delivers competitions on the field of play and holds ultimate responsibility for athletes' gaming experience*
- *Holds and distributes broadcasting rights worldwide and holds ultimate responsibility for community viewership experience*
- *Supervises overall preparation and organization of the event*

## LOCAL ORGANIZER (DSSP)

- *A local events organizer from Kazan with an extended experience and portfolio of worldwide sports events*
- *Responsible for hosting the event and providing competition venues, transportation, hotels, security, f&b and other services*



# WHAT'S NEXT AFTER THE GAMES OF FUTURE 2024

**NEXT HOST  
CITY TO BE  
DETERMINED  
SOON**

*In 2023 ADCS as the rightsholder  
for the event will announce the  
NEXT host city that will host The  
Games of Future 2025*

# **POTENTIAL AREAS OF COOPERATION WITH THE PROJECT**



# **INTERNATIONAL CLUB TEAMS**





# BASICS

## WE WAIT FOR **YOU AND YOUR CLUBS** AT OUR EVENTS

We call for those classic sports and esports enthusiasts and athletes who have relevant professional experience at major sports and esports competitions (16 years old and above), those who wish to take part in the new format of competitions and write their names in history of Phygital sports, those who wish to have fun and to win/share the impressive prize pool!

### 1

#### ALL DISCIPLINES

- ▶ Club format — NOT the Country under flag
- ▶ The applicant teams must have the organization form with logo, brand, etc.
- ▶ Priority is given to teams which have the legitimate and registered status (management structure, bank account, etc.)

### 2

#### PHYGITAL DISCIPLINES

- ▶ Priority to those who is proficient in classic sports - to show a high-level of performance and results in physical environment
- ▶ All teams and participants should participate at least once in Test Events called Phygital Games or in Regional Qualifications falling under The Games of Future organizers' criteria in order to qualify for the main tournament (The Games of Future 2024)
- ▶ International competition experience of teams and participants is required

### 3

#### ESPORTS DISCIPLINES

- ▶ High-rated teams or participants (T1/T2 level) in each Esports discipline
- ▶ Medical approval is required from participants in order to take part in physical Super Cups after esports events (include intense physical activity)
- ▶ T3/T4 teams' participation may be allowed if T1/T2 teams slots become empty

# THE ORGANIZERS ARE FORMING A POOL OF POTENTIAL PARTICIPANTS IN TEST EVENTS AND **THE GAMES OF FUTURE 2024** THROUGH:



PHYGITAL  
**GAMES  
OF FUTURE**

FEB 2023

MAY 2023

NOV 2023

MAR 2024

**TE1**

**36 TEAMS**

**6** DISCIPLINES OF **4** TEAMS  
(16 TEAMS PUBGM)

**308** PARTICIPANTS

**TE2**

**152 TEAMS**

**16** DISCIPLINES OF **8** TEAMS  
(16 TEAMS PUBGM, FREE  
FIRE, CARTING)

**716** PARTICIPANTS

**TE3**

**256 TEAMS**

**16** DISCIPLINES OF **16**  
TEAMS

**2000** PARTICIPANTS

**GOF 2024**

**256 TEAMS**

**16** DISCIPLINES OF **16** TEAMS  
**2000** PARTICIPANTS



# TEAMS / CLUBS RECRUITMENT PRINCIPLES

All qualifying test events and The Games of Future 2024 will cover all major world regions. Russia/CIS/North and South America/China/Europe/South East Asia/Middle East – not more than 3 teams from the region.

However, some disciplines will have different criteria for quotas distribution due to each sport specifics (example – Ice Hockey).

## PHYGITAL DISCIPLINES

### FOOTBALL, BASKETBALL, HOCKEY

#### TEST EVENTS:

- Priority - direct invites
- Teams with high competition skill due to the Organizer's assessment
- Teams with media community
- Winners of regional qualifications under the Organizer's criteria

#### GOF 24:

- Priority - Test events 22-23 participants due to the Organizer's rating
- Winners of Regional Qualifications under the Organizer's criteria
- Last call for highly rated teams (from best-3 sporting leagues in each sport)

## ESPORTS DISCIPLINES

### TEST EVENTS:

- Priority – online qualifications
- Secondly – direct invites

#### GOF 24:

- Priority – Tier1/Tier2 top-rated teams in each discipline
- Secondly – Test events 22-23 participants due to the Organizer's rating
- Winners of Regional Qualifications under the Organizer's criteria

## TECHNICAL ASSISTED DISCIPLINE

### DRONES, RACING, MMA

#### TEST EVENTS and GOF24:

- Use of the internal ratings from partner promoters (Drones, Racing, MMA) concluded from the test events 2022-2023
- Winners of regional tournaments with similar competition formats
- Featured best teams from all over the world



# **REGIONAL QUALIFICATION CRITERIA**

## **IF A COUNTRY DECIDES TO ORGANIZE A QUALIFICATION EVENT ON A NATIONAL LEVEL IN ANY DISCIPLINE**

- 1** Participants age 16+
- 2** Participants' professional background (sport school, professional league players, etc.)
- 3** Participants' confirmed participation track record in highly rated tournaments (ratings, links etc.)
- 4** Number of teams – not less than 32, 64, 128, etc. to have the opportunity of doing the tournament under single elimination system

**DUE TO THE LEVEL  
AND SCALE OF EACH  
REGIONAL  
QUALIFICATION,  
THE WINNER OF  
REGIONAL  
QUALIFICATION WILL  
GET A QUOTA FOR THE  
TEST EVENTS OR THE  
GAMES OF FUTURE 2024**





# THE GAMES OF FUTURE 2024 PRIZE POOL

## PHYGITAL

\$ 1 MLN	Football
\$ 1 MLN	Basketball
\$ 1 MLN	Hockey
\$ 1 MLN	Racing
\$ 1 MLN	MMA
\$ 3 MLN	Tactical battle 5*5 CS:GO
\$ 2 MLN	Tactical battle 5*5 Valorant
\$ 1,5 MLN	Tactical battle royale PUBG
\$ 1,5 MLN	Tactical battle royale FORTNITE

\$ 3 MLN	DOTA2	}	+ \$ 1 MLN BATTLE PHYGITAL CUP
\$ 3 MLN	League of Legends		
\$ 1,5 MLN	MLBB		
\$ 1,5 MLN	Arena of Valor		
\$ 0,5 MLN	SpeedRun	+ \$ 0,5 MLN SPEEDRUN PHYGITAL CUP	
\$ 0,5 MLN	Drones		
\$ 0,5MLN	Beat saber		



**TOTAL**  
**\$ 25 MLN.**

\*Prize pool for test events will be announced separately

# THE GAMES OF FUTURE 2024

## UNIQUE CHANCE



### 1 TEAM WILD CARD

One team/club in each discipline can receive a special invitation to The Games of Future 2024 competition, bypassing standard requirements for participation in the tournament

WILD CARD

# MORE INFORMATION AND CONTACTS

Technical Regulation in English

[https://drive.google.com/drive/folders/1e8SZoSX5GA1nG9nYAahpN59XmMJHr62w?usp=share link](https://drive.google.com/drive/folders/1e8SZoSX5GA1nG9nYAahpN59XmMJHr62w?usp=share_link)

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# **MEDIA CHANNELS AND PLATFORMS**





# UNIQUENESS OF THE FORMAT > PHYGITAL INTERNATIONAL MOVEMENT

**PHYSICAL** + **DIGITAL** >> **PHYGITAL**



## FOR YOUNG PEOPLE

A sports show - a synergy of online and offline formats offering the content popular among young people



## FOR PARENTS

A way to involve children in physical activity and to get a good balance with passion for computer games



## FOR GAMERS

"Gaming series" using the principle of infinite gaming, where the story moves from virtual reality to physical reality



## FOR ATHLETES

An opportunity for professionals and young athletes for self-actualization in a new sport

## OUR MISSION

*Promote the development of well-balanced individuals **[homo-harmonicus]** by combining physical and digital activities*

# TARGET AUDIENCES

13 TYPES



## B2C

ESPORTS FANS

CORE

FANS OF CLASSIC (TRADITIONAL) SPORTS

VIDEO GAME PLAYERS

(THOSE WHO PLAY VIDEO GAMES FOR FUN AND PROFESSION)

CLASSIC (TRADITIONAL) SPORTS PLAYERS

(THOSE WHO PLAY CLASSIC SPORTS FOR FUN AND PROFESSION)

REST OF THE WORLD

(NOR PLAYERS NOR FANS)

## B2B

ESPORTS PLAYERS AND CLUBS

ATHLETES AND CLUBS OF CLASSIC  
(TRADITIONAL) SPORTS

EVENT ORGANIZERS & FEDERATIONS

(CLASSIC SPORTS / ESPORTS / ENTERTAINMENT EVENT ORGANIZERS)

MARKETING PARTNERS

VIDEO GAME PUBLISHERS

COMMUNICATION PARTNERS

(MEDIA, BLOGGERS, STREAMERS AND INFLUENCERS)

BROADCASTERS

(CLASSIC TV, OTT/STREAMING PLATFORMS AND STREAMERS)

## B2G

GOVERNMENT ORGANIZATIONS

POLITIC FIGURES

# CORE AUDIENCES



## PROFILES

- ▶ Video game players
  - ▶ Classic sports players
  - ▶ Esports fans
  - ▶ Classic sports fans
  - ▶ Youngsters and teenagers
- (not engaged by classic sports or video games)

## AGE

from 12 to 27 years old

## GENDER

Men 68%      Women 32%

## INTERESTS

- ▶ Video games
- ▶ Social networks and online platforms
- ▶ Videos and movies
- ▶ Music
- ▶ Sports
- ▶ Other entertainment and shows







# GAMES OF FUTURE - A KEY SOURCE OF CONTINUOUS POSITIVE CONTENT



## COMPETITIONS

- ▶ PHYGITAL Games (test events)
- ▶ Regional competitions in PHYGITAL disciplines



## EVENTS

The Games of Future's own events:

- ▶ Countdowns;
- ▶ Show matches;
- ▶ Launch of Storytelling, Characters and the "PHYGITAL Universe"

Integration with high-profile events both in Russia and globally



## HEROES

- ▶ PHYGITAL Team
- ▶ Media personalities and ambassadors
- ▶ Sports journalists and experts
- ▶ PHYGITAL athletes and teams



## COLLABS

Info partnership and special projects with key media

- ▶ A series of projects to promote the Games of Future brand with various executive authorities



# KEY TARGETS FOR 2024 CUMULATIVELY



CONTENT VIEWS

3,000,000,000

UNIQUE VIEWERS

93,000,000

VIEWERS AND PARTICIPANTS IN THE DATABASE

1,400,000

PHYGITAL TEAM \ AMBASSADORS

30

SUBSCRIBERS

250,000 +

ENGAGEMENT RATE OF ALL ACCOUNTS

OVER 3.5%

TECH. COVERAGE IN MASS MEDIA

5,000,000,000

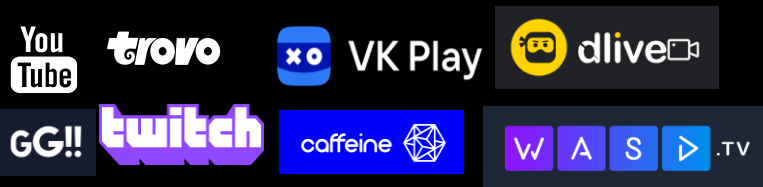
100 COUNTRIES



60 STREAMERS



20 PLATFORMS





# ACCESS TO INTERNATIONAL MEDIA CHANNELS IS REQUIRED

## LIVE BROADCASTS OF PHYGITAL EVENTS

and the Games Of Future on national-wide TV channels, OTT platforms, websites, radio

- ▶ PHYGITAL Games, May – November 2023
- ▶ Regional tournaments in PHYGITAL disciplines (about 70 nationwide)
- ▶ Games of Future, March 2024

## MAXIMUM PROMOTION

of PHYGITAL events and the Games of Future

- ▶ Showing videos of earlier held PHYGITAL Games
- ▶ Stories about contestants, teams, and rules
- ▶ Special reports, studios, talk shows
- ▶ Announcements and promos of PHYGITAL Games and the Games of Future

## CREATION AND POSTING OF EDUCATIONAL \ ENTERTAINMENT CONTENT

about PHYGITAL sports and the Games of Future for Russian and international audiences

- ▶ Entertainment shows in the PHYGITAL format involving media stars
- ▶ Documentaries about the emergence of the sport, preparation and hosting of the Games, athletes/teams
- ▶ Travel shows promoting the PHYGITAL sports throughout the world

## ASSISTANCE IN DISTRIBUTION OF CONTENT

about PHYGITAL sports and the Games of Future on international channels and platforms

- ▶ Interaction with international media partners in BRICS, SCO, EAEU countries
- ▶ Distribution of PHYGITAL Games and Games of Future broadcasts, as well as other content about PHYGITAL sports on international TV and OTT platforms

# MORE INFORMATION AND CONTACTS

For coordination of media content distribution:

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**SPONSORS AND  
PARTNERS**





# UNIQUE MARKETING OPPORTUNITIES FOR SPONSORS



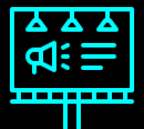
A unique opportunity to enter or strengthen positions in the Russian market



Over 3 billion views worldwide, broadcasting on global streaming platforms - a global marketing effect



Access to a young audience with high consumption potential and a great opportunity to position the sponsor's brand as innovative and technologically advanced



Unprecedented formats of sponsorship integrations that allow for most effective interaction with audiences

## AUDIENCE

AGE

**14+**

REACH

**32 MLN** people in Russia

**1,860 MLN** worldwide

CYBERSPORTS AUDIENCE

GLOBAL GROWTH FORECAST:

**21-22%**

# INTERACTION WITH SPONSORS



## FORMATS

1

SPONSORSHIP FEE

2

HYBRID: SPONSORSHIP  
FEE + VALUE IN KIND

## PACKAGES

Special option packages providing various levels of branding exposure and performance options:

- ▶ Title Sponsor
- ▶ General Sponsor
- ▶ Official Sponsor
- ▶ Partner
- ▶ Supplier

## OPPORTUNITIES

### PHYSICAL OPPORTUNITIES



In-arena branding



Shows and activations



City of Future

### DIGITAL OPPORTUNITIES



In-game  
integrations

#	TEAM	1ST STAGE	2ND STAGE	3RD STAGE	TOTAL
1	EK-ALGA	13:31,16	28:01,84	42:05,34	52:06,30
2	K.N. Racing	13:40,78	28:19,53	42:24,53	52:27,87
3	SMP Racing	13:46,61	28:25,20	42:30,00	52:38,48
4	SMP Racing Esports	13:44,93	28:20,73	42:30,00	52:41,75
5	Zorro Racing	13:50,08	28:30,39	42:33,10	52:45,17
6	DEMI Racing	16:20,04	28:38,33	42:40,00	52:51,67
7	Nipples Racing	13:35,51	28:55,59	42:54,85	53:18,69
8	RaceSide	14:08,08	28:59,75	43:04,90	53:46,56

Stream/broadcast  
integration



Virtual Stadium

# MORE INFORMATION AND CONTACTS

Link to information in English:

<https://gamesoffuture.bitrix24.ru/~Dd9GY>

For coordination with sponsors and partners, as well as broadcasters:

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**BECOMING THE HOST CITY  
OF THE GAMES OF FUTURE  
2025/2026/2027**



# REQUIREMENTS FOR THE GAMES OF FUTURE CANDIDATE CITIES



- ▶ Population of a candidate city\* – at least 3,000,000 people
- ▶ An international airport
- ▶ Experience in hosting global tournaments and availability of a team of experienced local organizers
- ▶ At least six venues for holding competitions: sports facilities, concert halls, exhibition pavilions, expo centers, etc.
- ▶ A media center occupancy: 100 desks
- ▶ Facilities for the opening and closing ceremonies with a capacity of at least 5,000 spectators
- ▶ A site for hosting the City of Future to accommodate at least 10,000 spectators
- ▶ Accommodation facilities with a total room stock of 12,000 rooms, including 4\*\*\*\* hotels – at least 5,000 rooms, 5\*\*\*\* hotels – at least 7,000 rooms

\* The country's business or administrative capital city





# REQUIREMENTS FOR INFRASTRUCTURE

## SPORTS FACILITIES

- ▶ A stable guaranteed power supply
- ▶ Parking space to accommodate all client group vehicles at each site
- ▶ Possibility to fix ceiling suspension mounts / structures bearing a load of at least 150 kg / m<sup>2</sup>
- ▶ Facilities must be built no later than 2010 or renovated / overhauled no later than 2010

## OPENING / CLOSING CEREMONIES VENUE

- ▶ Ceiling height at least 20 m
- ▶ Possibility to fix suspension mounts to bear loads of at least 150 kg/m<sup>2</sup>
- ▶ Power supply - about 2,000 kW of total capacity

## CITY OF FUTURE

- ▶ The total area of the covered pavilion(s) must be at least 10,000 m<sup>2</sup>.
- ▶ Ceiling height – at least 15 m. It must be possible to fix suspension mounts to bear loads of at least 150 kg/m<sup>2</sup>. Total power – up to 1,000 kW
- ▶ Parking space to accommodate all client group vehicles
- ▶ Logistical accessibility and availability of utility rooms

# CONTACTS

You can contact us to receive the information on the Application campaign to select the host city and the requirements for candidate cities:

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**FOR POTENTIAL  
COMMERCIAL ORGANIZERS  
OF PHYGITAL TOURNAMENTS  
IN VARIOUS DISCIPLINES**



# TOURNAMENT SYSTEM

## NON-RATED TOURNAMENTS

Sports events regularly held in the country

Event is open to every participant

Form the basis for club teams

Separate gamification and ratings  
(not included in overall player rating)



## RATED TOURNAMENTS

Rated sports events regularly held in the country

Events are attended by Clubs of the host country

Divided in two stages: Regional and Nationwide

Competitors earn a certain number of points for participation in each stage, increasing their rating

Clubs and individual competitors with the highest rating receive the right to participate in the Games of Future



## SCHOOL PHYGITAL TOURNAMENTS

## UNIVERSITY PHYGITAL TOURNAMENTS

## CITY-LEVEL PHYGITAL TOURNAMENTS

## REGIONAL PHYGITAL TOURNAMENTS

## NATIONWIDE PHYGITAL TOURNAMENTS

**PHYGITAL  
GAMES  
OF  
FUTURE**

# TOURNAMENT SYSTEM



## WE PROVIDE

Competition Rules & Regulations

Requirements for holding rated tournaments

Advice and support in organizing tournaments\*

Branding for integration with  
the Games of Future tournament

## WE ASK FOR

Adherence to competition Rules and Regulations

Compliance with the tournament requirements

Adherence to the tournament branding rules

Top refereeing and high-ranked teams

Fair Play

## REQUIREMENTS FOR RATED TOURNAMENTS

Indicators	Tournament Levels			
	III	II	I	ИБ
Minimum requirements	X	X	X	X
Organization of broadcasting   Basic news coverage   Assistance in accommodation   Minimum obligatory services for athletes Prize Pool   Basic Volunteer Support   Site Security		X	X	X
Transport support   Cleaning support   Internal and external navigation   Registration of participants and guests   Full Volunteer support   Provision of meals for athletes   Accommodation of all CG			X	X
Implementation of communication strategy   Organization of services for the media   Full transportation services   Full catering for all CG   Accreditation program   Awards Ceremony   Marketing program   Organization of services for spectators				X

\* The cost of consulting services and the amount of the license fee are discussed on a case-by-case basis



**FOR POTENTIAL  
PARTNERS INTERESTED IN  
LONG-TERM PHYGITAL  
SPORT DEVELOPMENT ON  
NATIONAL LEVEL**



# INTERNATIONAL DEVELOPMENT OF PHYGITAL SPORTS

We are currently working with our international allies on establishing an international organization in charge of Phygital sports worldwide that will serve as the main coordinating body for all global Phygital community members.

It will unite all those passionate about promoting phygital sports and developing well-balanced individuals (homo-harmonicus) worldwide and will be non-governmental, non-political, "open for all" organization of the Future.

## AREA OF COOPERATION

Search for potential local partners who wish to develop phygital sports on the national level and become part of our Phygital Community

## WHO CAN INITIATE THE ESTABLISHMENT OF NATIONAL PHYGITAL PARTNER ORGANIZATIONS

Representatives of Federations/Associations and other organizations in esports, classic sports who wish to develop the hi-tech sports of the new era

Organizers of cultural, exhibition and entertainment events wishing to enter the sports industry of the Future



# CONTACTS

For coordination and communication with potential partners who wish to develop phygital sports in their countries:

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