



RIOT GAMES AND MTV COLLABORATE FOR HYPERPLAY, THE 1ST INTEGRATED ASEAN ESPORTS AND MUSIC FESTIVAL

Hyperplay to take place at the Singapore Indoor Stadium on 4 and 5 August 2018

SINGAPORE, 13 APRIL 2018 – **Riot Games**, the videogame publisher behind the game League of Legends, played by 100 million players monthly, and youth entertainment brand **MTV** announced today the introduction of **Hyperplay**, the first integrated ASEAN esports and music festival. **Hyperplay** is presented by the **Singapore Ministry of Culture, Community and Youth (MCCY)** and the **National Youth Council (NYC)** of Singapore, and will integrate the two biggest pop culture pillars of this generation, esports and music, into a weekend event at the Singapore Indoor Stadium.

Streaming live across the two-day ticketed event on [Hyperplay.sg](https://hyperplay.sg), with key segments broadcast live across South-East Asia, the first edition of Hyperplay will feature the first ever League of Legends ASEAN tournament with national teams from the 10 ASEAN countries. They will clash head-on in two days of intense League of Legends matches, where the victorious team will earn the title of ASEAN champion.

“Riot has been engaging in musical collaborations with great artists for years. A lot of gamers are also music fans, but it is exciting to see that a lot of talented musicians are also gamers, with whom we can create tailored music experiences within our game universe. With Hyperplay, we hope to deliver a great event that gaming fans will enjoy, and that an even broader audience will see it as an opportunity to discover the richness of the gaming culture,” said Johnson Yeh, Managing Director of Riot Games for Greater China and South-East Asia.

The esports tournament will share the stage with **MTV Spotlight**, comprised of four electrifying music performances by international, regional and local artists. The music performances will also be edited into a 60-minute “MTV Spotlight” special, which will premiere on 21 August on MTV in South-East Asia.

“The opportunity to collaborate with Riot Games is timely as esports is growing at a rapid pace in Singapore and across Southeast Asia. There is a natural synergy between esports and music and with MTV’s expertise in creating compelling music and pop culture experiences, we are amplifying the discovery of a new entertainment experience in the region. With Hyperplay, we are looking to connect with new audiences in the esports genre through a bespoke music platform featuring a diverse range of talents, and the distribution of music and esports content to a much wider audience base,” Paras Sharma, Senior Vice President of Southeast Asia, Viacom International Media Networks.

Further details of Hyperplay, including the artist line-up, will be announced in the run up to the event. Registration for the esports tournament will begin in the coming weeks, with qualifiers beginning in May. Tickets for the event go on sale in May.

NEWS UPDATES ON SOCIAL MEDIA

In the weeks ahead, fans can get direct information and news updates by following [Hyperplay](#) on [Facebook](#).

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About the Ministry of Culture, Community and Youth www.mccy.gov.sg

The Ministry of Culture, Community and Youth seeks to inspire Singaporeans through the arts and sports, strengthen community bonds, and promote volunteerism and philanthropy. Since its inception in November 2012, MCCY has been actively engaging the arts, heritage, sports, community and youth sectors.

The Ministry aims to bring into sharper focus the efforts to build a more cohesive and vibrant society, and to deepen a sense of identity and belonging to the nation. MCCY will work with its stakeholders to create an environment where Singaporeans can pursue their aspirations for a better quality of life and together, build a gracious and caring society we are proud to call home.

About the National Youth Council (□□□□□□□)

At NYC, we believe in a world where young people are respected and heard, and have the ability to influence and make a difference to the world. Together with our partners, we develop a dynamic and engaging environment where young people can realise their aspirations and play a part in making Singapore an endearing home for all.

About Riot Games

Riot Games was established in 2006 by entrepreneurial gamers who believe that player-focused game development can result in great games. Riot's mission is to be the most player-focused company in the world.

About League of Legends

League of Legends is a fast-paced & skill based competitive online game. Two teams of powerful champions, each with a unique design and play-style, battle head-to-head across multiple battlefields and game modes. With an ever-expanding roster of champions, frequent updates and a thriving tournament scene, League of Legends offers endless replayability for players of every skill level. Over 100 million people globally play every month.

About MTV

MTV is the world's biggest youth entertainment brand. With a global reach of nearly 785 million households, MTV is the cultural home of the millennial generation, music fans and artists, and a pioneer in creating innovative programming for young people. MTV reflects and creates pop culture with its award-winning content built around compelling storytelling, music discovery and activism across TV, online and mobile. Outside of the United States, MTV is part of Viacom International Media Networks, a division of Viacom Inc. (NASDAQ: VIAB, VIA), one of the world's leading creators of programming and content across all platforms. For more information about MTV in Asia, visit www.mtvasia.com.

About Viacom International Media Networks

Viacom International Media Networks (VIMN), a unit of Viacom Inc. (NASDAQ: VIAB, VIA), is comprised of many of the world's most popular multimedia entertainment brands, including MTV, MTV LIVE HD, Nickelodeon, Nick Jr., Comedy Central, Paramount Channel, and more. Viacom brands reach more than 3.8 billion cumulative subscribers in 180+ countries and territories via more than 200 locally programmed and operated TV channels and more than 550 digital media and mobile TV properties, in 40 languages. Keep up with VIMN news by visiting the VIMN PR Twitter feed at www.twitter.com/VIMN_PR. For more information about Viacom and its businesses, visit www.viacom.com, blog.viacom.com and the Viacom Twitter feed at www.twitter.com/Viacom.

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