



2022.06.30

**Registrations for AFTER 6 LEAGUE™ Season 3 Are Open Now:**  
**eSports League for Working Professionals**  
**Significantly Increases Participation up to 121 Companies**

**JAPAN – June 30, 2022** - CARTA COMMUNICATIONS Inc. (Headquarters: Chuo-ku, Tokyo; Taku Meguro, Representative Director, President; hereinafter CCI), a group company of CARTA HOLDINGS, Inc. is pleased to announce that CCI and Toppan Inc. (Headquarters: Bunkyo-ku, Tokyo; Hideharu Maro, President & Representative Director; hereinafter Toppan) are accepting registrations for AFTER 6 LEAGUE™ Season 3.

The esports league for working professionals was launched in July 2020 jointly by CCI, Toppan and Dentsu Inc., aiming to encourage companies to get involved in esports activities as a way of creating opportunities for intercompany interaction and networking.

With Season 1 organized in October 2020 and Season 2 in 2021 combined, a total of 138 teams and 860 players participated in the competition. Season 3 will be held from September 2022 to February 2023, and a maximum of 121 companies will be competing in the three categories: League of Legends, Apex Legends, and PUBG Mobile.

Additionally, a one-off tournament using different titles will be organized within the current year, separately from the league competition.



AFTER 6 LEAGUE™ Official Log



### **About AFTER 6 LEAGUE™**

AFTER 6 LEAGUE™ was launched with the aim of providing a place for working esports players to compete against and connect with each other through competitive gaming. Under the slogan of “Compete and Connect”, AFTER 6 LEAGUE™ also helps and encourages participating companies to build intercompany relationships by leveraging esports, which may not otherwise be very easy to come by.

In addition, since AFTER 6 LEAGUE™ is a team-based competition, this is a great opportunity for both companies and employees to facilitate interactions within and across teams as well as to create community among participating companies through esports.

The feedback to date has been very encouraging. In a post-competition survey, 80% of the participating companies reported “an increase in internal communication”, while approximately 60% “an increase in intercompany interaction”, indicating that AFTER 6 LEAGUE™ has been contributing to fostering connections within and across companies.

### **Titles to be competed**

AFTER 6 LEAGUE™ Season 3 runs from September 2022 to the end of February 2023, with the timing to be staggered for each title. A maximum of 121 companies will be competing in the following three titles:

- League of Legends: 12 companies, 2 divisions, 45 matches per season
- Apex Legends: 61 companies, 3 groups, 30 matches per season
- PUBG Mobile: 48 companies, 3 divisions, 54 matches per season

### **Standalone tournament**

A separate standalone tournament using different titles will also be held from December 2022 onwards, aiming to expand the esports player base to include more working adults.

### **Spin-off tournament**

A spin-off tournament is also scheduled to take place during the current year in collaboration with various companies and organizations, using the AFTER 6 LEAGUE™ brand.

### **About TV program**

A documentary program on AFTER 6 LEAGUE™ is slated to be aired on J:COM TV.



## **Moving forward**

Through AFTER 6 LEAGUE™ competitions and events, we remain committed to developing and promoting esports for working adults in Japan, as well as facilitating business matchmaking among participating companies.

## **AFTER 6 LEAGUE™ official website**

For registration, please visit: <https://a6l.jp>

## **AFTER 6 LEAGUE™ Season 3 Organizations**

**Sponsors** include (as of June 30, 2022):

J-Stream Inc.

Tokyo College of Anime and e-Sports

**Endorsing organizations** include (as of June 30, 2022):

Ministry of Economy, Trade and Industry

Gunma Prefecture

Japan esports Union (JeSU)

Shibuya-ku SDGs Association

Tokyo Verdy eSports

**Supporting organizations** include (as of June 30, 2022):

Ikeda Kakoh, Limited

eSports Café AIM

Game Productions Co.

JCOM Co., Ltd.

G-STAR.PRO

Tokyo College of Anime and e-Sports

PUBG JAPAN

Riot Games, Inc.



### **AFTER 6 LEAGUE™ Season 3 Ambassadors**

Yuka Kuramochi

Mika Nonomiya

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AFTER 6 LEAGUE™ Season 3 Ambassadors

### **AFTER 6 LEAGUE™ Executive Committee**

Toppan Inc.

Dentsu Inc.

CARTA COMMUNICATIONS Inc.

STA Group

eS-League

Disc City Entertainment

#### **Please note:**

\*The names of products and services mentioned in this news release are trademarks or registered trademarks of their respective companies.

\*The information in this news release is current as of the date of publication. It is subject to change without notice.

#### **About CCI**

Since its foundation as Cyber Communications Inc. in 1996 with the advent of Internet advertising in Japan, the company has been working with media owners, advertising technology platforms, advertising agencies and other partners to create and grow the Internet advertising market by offering an extensive range of digital marketing services.

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On July 1, 2021, CARTA COMMUNICATIONS Inc. started its operations by taking over the business from Cyber Communications Inc. CCI is committed to enabling rich communication between consumers and brands by providing cutting-edge products, solutions and services that respond to social changes and market environments.

Click [here](#) for more information.

Contact:

PR Office, CARTA HOLDINGS Inc.

Inquiry form: <https://cartaholdings.co.jp/en/contact-ir/>