

July 8<sup>th</sup>, 2020

**CCI has established “AFTER 6 LEAGUE™” for adult amateur e-sports players**  
**Supporting business-to-business communication through e-sports**

**JAPAN – July 8<sup>th</sup>, 2020** - Cyber Communications Inc. (Headquarter: Chuo-ku, Tokyo; Akio Niizawa, President and CEO; hereinafter CCI), a group company of CARTA HOLDINGS Inc. and Toppan Printing CO., LTD. (Headquarter: Chiyoda-ku, Tokyo; Hideharu Maro, President and Representative Director; hereinafter Toppan Printing) have established “AFTER 6 LEAGUE™” for adult amateur e-sports players in order to activate e-sports activities among companies and to create the opportunity of BtoB communication through e-sports. From August in 2020, they start to open the registration of companies that want to join the league. “AFTER 6 LEAGUE™” is operated with support from Japan esports Union (Headquarter: Chuo-ku, Tokyo; Hideki Okamura, Chairman; hereinafter JeSU) and a general incorporated association Tokyo Verdy Club (Headquarter: Chiyoda-ku, Tokyo; Joji Morimoto, Board Chairman).



Logo of “AFTER 6 LEAGUE™”

**Background of the Establishment**

A global market of 100 billion yen has been created for e-sports, and it is rapidly gaining momentum in Japan as well. In this context, the "Study Group on Measures to Revitalize e-sports", a project commissioned by the Ministry of Economy, Trade and Industry (METI), held by JeSU, identified "holding theme-specific tournaments", "securing income for players through corporate club activities and industrial team systems", and "corporate welfare programs" as future growth measures.

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CCI and Toppan Printing have been co-presenting “eSPORTS TRINITY™”, an e-sports event for companies starting from 2019. More than 130 companies gathered for business seminars and corporate networking events. We have also held a corporate competition within the event to build a community among participating companies through e-sports.

CCI and Toppan Printing are pleased to announce the establishment of “AFTER 6 LEAGUE™”, an amateur e-sports league for working adults, leveraging CCI's expertise in managing e-sports events and corporate competitions, and will begin accepting applications from participating companies in August 2020, with operations beginning in October.

The establishment of this league will not only revitalize e-sports, but also create opportunities for exchange among companies. Furthermore, by taking advantage of the characteristics of e-sports, which can also be played online, we will support the creation of "competition" and "bonds" among adult amateur e-sports players in the "new lifestyle" of the after-COVID19 era.

#### **Main Business Domain of “AFTER 6 LEAGUE™”**

- Management of amateur e-sports matches

We provide a place to create "competition" and "bonds" through league management for amateur e-sports players belonging to companies. With the concept of "Fighting and Connecting", we will provide a place where people can get to know each other through e-sports. The game titles for the league will be team and team titles, rather than individual games, to promote interaction within and outside of corporate teams. The League of Legends, a popular online game by Riot Games launched in the United States in October 2009 and now available worldwide, will be the first league to host. Up to six titles scheduled to be held in 2020.



Key Visual of “AFTER 6 LEAGUE™”



- Providing a base and tools for companies to conduct e-sports activities

“AFTER 6 LEAGUE™” will help companies improve the practice environment for e-sports activities. We will provide “DiCE”, a Manga café and Internet café managed by Disc City Entertainment (Head office: Yokohama City, Kanagawa; President and CEO: Masaaki Mita), as places to practice to registered companies. This service supports the revitalization of corporate e-sports activities. \*Only available in Tokyo in 2020.

- Business exchange through e-sports

We provide a communication tool \*1 to support chatting and matchmaking. This will promote inter-company interaction between companies participating in the league. We will also provide communication opportunities, such as league debriefing events and e-sports seminars, to promote the formation of a community of diverse companies.

\*1: “cogme”, a gamification tool that April Knights Inc. (Headquarter: Koto-ku, Tokyo; Naonori Mise, CEO) provides. (<https://cogme.jp>)

## **Our Goals**

“AFTER 6 LEAGUE™” will have 50 registered companies, 200 games per year, and 6 registered game titles by the end of 2020. In addition, we will promote e-sports activities in Japan and aim to make e-sports take root as an option for adult sports.

## **Official Site**

URL:<https://a6l.jp>

## **About CCI**

CCI was established in 1996, the year digital advertising first started in Japan. Since then, as a Dentsu Group's digital marketing company CCI has been a pioneer of Japanese digital market offering a wide range of digital marketing services. Today, CCI has business with over 500 leading ad agencies and over 1500 websites, which is the largest scale for the market.

We work with media to provide value to users and enable communication between clients and users through cutting-edge marketing services based on our philosophy of "contributing to a more prosperous information society by providing innovative and reliable interactive communication services".

(<https://www.cci.co.jp/en/>)

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