

Intel® Extreme Masters



Look Inside™



ON AUGUST 28,

ONE OF THE MOST **PRESTIGIOUS** COMPETITIVE PC GAMING TOURNAMENTS IN HISTORY TOUCHES DOWN IN TORONTO FOR THE FIRST TIME.

Intel Extreme Masters tours the world making stops across Europe, Asia and the Americas, pitting the world's most talented e-athletes against one another. After eight explosive seasons, IEM has catapulted stars to fame, distributing over **\$4,000,000** in prize money to its champions.

IEM SEASON
1

2006 2007

Intel Extreme Masters LAUNCHES

The creation of IEM elevates eSports to a new level of fame

The **first** European gaming stars compete in Hanover, Germany, for over **\$200,000**, playing WarCraft III and Counter Strike 1.6.

+ Counter Strike 1.6
+ WarCraft III

+ World of Warcraft

++
\$285,000
+\$

Players vie for **\$285,000** in prize money and a third game is added to the mix: **World of Warcraft**.

IEM SEASON
2

2007

The popularity of Intel Extreme Masters has spread quickly, as the tournament expands to four venues, stopping in North America for the first time.



IEM SEASON
3

2008

IEM GROWS

by leaps and bounds, jumping from four to nine stops, including the first Canadian stop in Montreal.

Montreal

++
\$750,000
+\$

2010

IEM SEASON
5

HuK

Season 5 of Intel Extreme Masters sees the rise of the first great Canadian gamer—HuK.

++
+\$

Edmonton
Alberta

2009

IEM SEASON
4

Canadian players grab a share of the prize money for the first time in an exciting hometown victory, in Edmonton, Alberta.

The same year, **StarCraft II** is added to the IEM game roster for the first time.

+ StarCraft II
++

IEM SEASON
6

2011

Season 6 of IEM sees the return of StarCraft II after a wildly popular debut, marked by intense clashes between an international cast of pro gamers.

South Korean players dominated in StarCraft II, earning a huge share of the record setting **\$696,000** in prize money.

++
\$696,000
+\$

South Korean players, dominant throughout much of competitive gaming's history, face stiff competition from European counterparts.

IEM SEASON
7

2012

Season 7 also marks the last year that the IEM World Championship is held in Hanover, Germany.

IEM makes its first South American appearance, visiting Brazil for a stop in Sao Paulo.



IEM SEASON
8

2013

+ League of Legends
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Throughout Season 8, South Koreans continue to dominate in StarCraft II competition, while a motley crew of gamer teams from around the world slug it out in League of Legends.

73,000 FANS turn out to watch the World Championships at the Spodek Arena, its new home in Katowice, Poland.

IEM SEASON
9

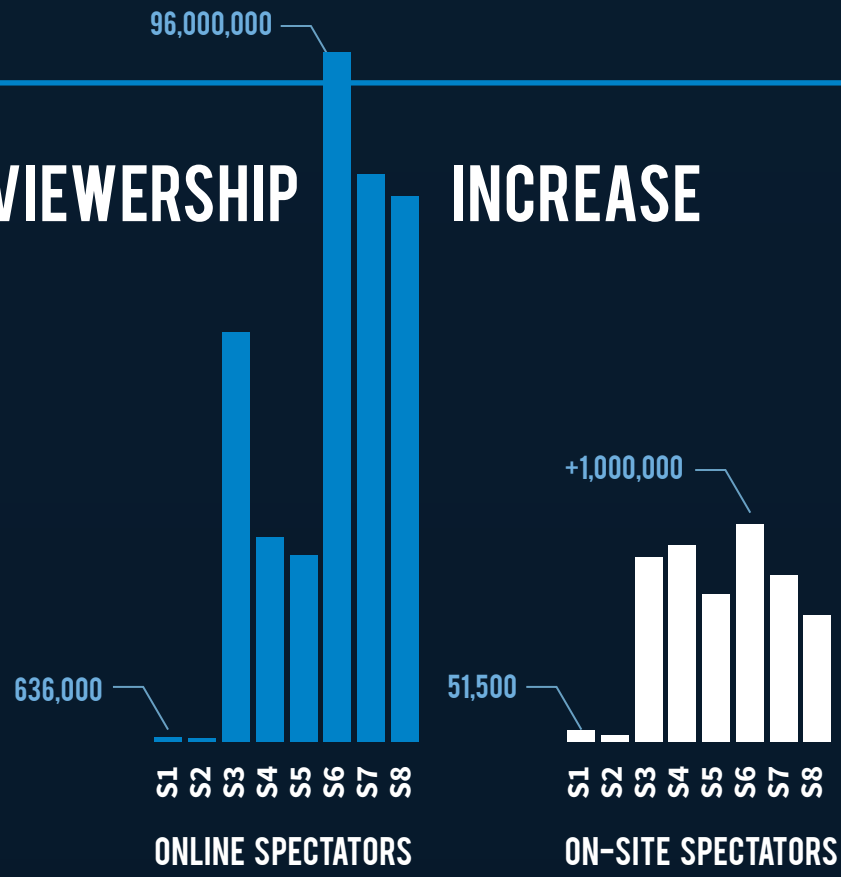
2014

IEM returns to Canada! **Toronto** plays host to one of competitive gaming's most famous tournaments at the annual Fan Expo Canada.

The Toronto tour stop features a star studded line-up, including three previous IEM champions, seven of the world's top ten gamers and Canadian challengers, Scarlett and HuK.

VIEWERSHIP

INCREASE



TOUR STOP LOCATIONS



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