

The logo for MSB (Magyar Streamer Bajnokság) features the lowercase letters 'msb' in a bold, white, sans-serif font. To the right of the letters is a stylized graphic consisting of four short, thick bars in red and orange, arranged in a cross-like pattern.

msb

Hungarian Streamer Championship 4 – May 2-3, 2025

NKE – Nemzeti Közszolgálati Egyetem



The MSB's promise

- + Connectivity: direct contact with future generations
- + Activity: how to be part of the biggest national Streamer and gaming event
- + Modern approach: be a Supporter of the latest trend
- + Community-building: be part of a community of Content Creators who are active Opinion Leaders

Why Counter-Strike?

Developed by Valve and its partners and first released in 1999, Counter-Strike (or CS or CS2 for short) is the world's most popular team-based shooter (FPS) game.

- + CS2 is one of the most watched games on streaming platforms, with tens of millions of hours of content watched monthly
- + Played by more than 1 million active players per day on the developer's Steam platform
- + CS2 is the preeminent esports game, with millions of simultaneous viewers tuning in to its global events
- + The community around CS2 is incredibly active on online platforms generating extra reach and activity

CS2 is not just a game, it's a cultural phenomenon that is the perfect platform for brands.

What is **msb**?

The Hungarian Streamer Championship or MSB for short is the largest locally organized, invitational event curated for Content Creators and CS2 players.

During the online qualifiers, 16 teams of 5 players each will compete against each other to determine the top 8 teams. These will be pitted against each other in an offline finals held at a venue in front of a live audience at a 2-day event.

Why partner with MSB?

- + Target audience: digitally active, loyal viewers aged 20-40
- + Branding: creating an innovative, youthful and modern brand image
- + Lasting exposure: long-term online presence with offline coverage at the finals
- + Dedicated platforms: website and social channels (Instagram, YouTube and Twitch)
- + High reach: thousands of viewers follow the matches live online, tens of thousands have watched / are watching the matches on the platforms
- + Established brand: MSB is a trend-setter, well-known brand with unique opportunity
- + Measurability: MSB provides accurate data on reach and activity

Who were the faces of MSB 3?

MSB was created by Hungarian Content Creators who love CS2 and who aimed to establish a „close-to-the-heart“, dedicated community-building experience with this event.



TheVR Jani



bLYYY



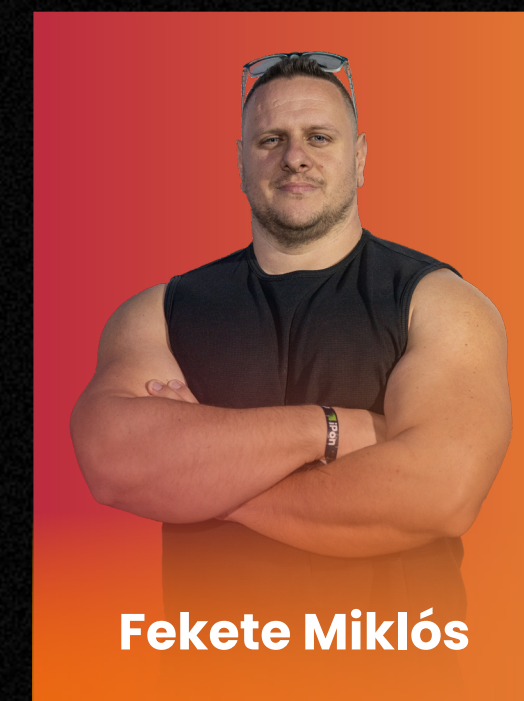
Kodiak



DeadFox



Konti



Fekete Miklós



Abosi Barni



CristijAn



Suri



Kartalib



PPanka



Barbi



Bors Dia



Dr Leni



Desh



Csigér Alex

MSB 3 statistics



70.5K

Total video views



305K+

Total impressions



1.700+

Average viewers

64.400+

Individual viewers

17.8K

Individual viewers

80K+

Total reach

3.000+

Average viewers of the offline finals

331.000+

Live views

97,8% male

Gender ratio

6.330+

Max viewers

5.7M

Total minutes viewed

18-44 year (97%)

Age group distribution



The most spectacular, all-Hungarian gaming event

Reach: new consumers, direct contact with the community

Gamified promotions

- + Unique prizes
- + Sweepstakes
- + Trivia games
- + Interactive events and activities through the community
- + Use of unique coupon codes (optional)

Bigger and more spectacular on-site finals than ever before: ~1,000 spectators on site to cheer their favorite CCs

MSB 4 merchandise sales at the venue

Extraordinary show matches with well-known national personalities: **Surprise**

msb⁺4

Site plan for the offline finals



This is MSB 4 – taking the community experience to a new level

Additional ideas

Behind-the-scenes insights: interviews, vlogs with the participants

- + These could also be shown during the finals and uploaded to YT Social content

Social content

- + Cheer for your favourite creator
- + Submitted edited highlight videos with reactions etc.

Audience-choice awards with voting

- + Most popular player / team
- + Best match
- + Best kill-sequence
- + Best cheering video (there should be an audience award for the community!)

Offline finals photo wall

- + Instant photo print, souvenir from the final

Offline finals meet-and-greet

- + Signing / photographing with your favourites at the before / during / after matches



Partner packages

Platinum

Title sponsor

Partner Brand featured prominently on all visual and design materials
(Website | Twitch | YouTube | Social)

Unique branding in streams and broadcast

Opportunity to set up an on-site individual booth in the finals

Individual request - by prior arrangement

Gold

Supporting Partner display

Partner Brand display on all visual and design materials
(Website | Twitch | YouTube | Social)

Sponsored segment in broadcasts

Title sponsor of the Audience-Choice Awards

Opportunity to set up an on-site individual booth in the finals

Individual request - by prior arrangement

Silver

Supporting Partner display

Partner Brand display on all visual and design materials
(Website | Twitch | YouTube | Social)

Unique branding at the offline finals and its broadcast



msb

Contact us for more details!