

## PRESS RELEASE

Lisbon, 17/09/2019

Launch tomorrow, 18 September at the Worten Game Ring Twitch

### WORTEN PREMIERS NEW GAMING CONTENT ON TWITCH

- New Worten Game Ring STREAMER TEAM Author content: [https://youtu.be/orWt6\\_H7q\\_E](https://youtu.be/orWt6_H7q_E)
- Programme starts tomorrow at 10:00 p.m. with Fleikez (<https://www.twitch.tv/fleikez>), on the best tips for FPS (First Person Shooter) games, but there is also much more: launches, gameplays, tricks and a lot of entertainment
- Portugal's first brand to stream on Twitch, currently the largest streaming platform for gaming, Esports and entertainment, Monday to Friday by gamers for gamers.

Worten presents tomorrow, 18 September, the first list of content about gaming and Esports on **Worten Game Ring Twitch** (<https://www.twitch.tv/wortengamering>), making it the first brand in Portugal to communicate on this platform every day. The content is based on a programming table drawn up in collaboration with young content creators in the area of gaming, esports and entertainment.

Worten is following up on the **Worten Game Ring STREAMER TEAM** project that it launched as part of the Worten Game City gaming and entertainment mega event, which was held- with great success - at Lisbon's Cordoaria Nacional for three days, in late May/early June.

Led by Portugal's greatest streamer, MoraisHD, this **STREAMER TEAM**, produced a series of original content for the Worten Game Ring Twitch over the three days of the event and now sees its work gain even more prominence with a specific and regular programming grid for that platform. Niscaminie, Peeps TV, MataPatos, Fleikez and TheMentalCraft are the first members of this **Worten Game Ring STREAMER TEAM**, focused on presenting topics that are specially aimed at the Portuguese gamer community.

The Twitch TV platform already has over 700,000 monthly accesses in our country following the growth of gaming and streaming. *“Worten is, in fact, a trendsetter in the gaming area in Portugal and, as such, it could not fail to be a pioneer on Twitch TV, a platform that favours direct and close contact between the public and the streamer, and the content for which is made specifically thinking about the gamer community, which is one of our main targets, in terms of activation and brand strategy”*, António Fuzeta da Ponte, Worten's Brand and Communication Director said.

Click on the following link to follow the programme and all the news: <https://www.twitch.tv/wortengamering>. To share, use **#WortenGameRing**.

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