

World's First Blockchain Esports Platform Play2Live Successfully Raises \$30 Million in Token Sale

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[/EINPresswire.com/](http://EINPresswire.com/) -- The world's first decentralised streaming platform for gamers and esports fans [Play2Live](#) has completed its token sale campaign, raising \$30 million in total in less than two months. The funds will be used to build a transparent and user-friendly ecosystem for streaming and gaming projects, with Play2Live's proprietary cryptocurrency Level Up Coin (LUC) as a sole mean of payment within the system.



The success of the token sale will further develop the Play2Live Level Up Chain, which will allow the team to create an end-to-end solution for streamers, gamers and esports fans, covering all their needs. During the course of the campaign Play2Live achieved their hard-cap of sales, with a total supply of 1,308,800,000 LUC tokens, 62% of which were sold on the open market.

Alexey Burdyko, CEO and Founder of Play2Live said: "We are beyond happy with the results of our main token sale (raising 30 million dollars). This is a proof to the success of carefully executed day-to-day operational functions of our international team. We aim to develop a solution that is superior from that of the existing platforms in terms of user-friendliness and build a solid ecosystem that will surpass all the exciting challenges of the esports streaming industry."

Play2Live aims to combine blockchain technology with its streaming services, whilst offering 15 sources of revenue for participants — three times more compared to the streaming industry leaders. Streamers will be able to monetize their content in 11 ways versus the 4-5 available on existing platforms.

Introducing a unique mixture of interactive features and monetizing tools, currently unavailable on existing streaming platforms, the further development of the Play2Live Level Up Chain will create an ecosystem with speed, transparency and availability.

In February 2018, Play2Live held the world's first esports tournament in CS:GO with a cryptocurrency prize pool; Play2Live CryptoMasters with eight international teams taking part in the tournament with a main prize of 2,000,000 LUC tokens (\$100,000). The tournament was broadcasted on [p2l.tv](#) in 16 languages and gained 950k+ views.

About Play2Live

Founded in 2017, Play2Live aims to merge blockchain technology with streaming services. Its mission

is to create an ecosystem where every participant — the viewer, the streamer, and the esports tournament organizer — is part of a seamless system that favours interaction among viewers and the diversity of monetization schemes. Everybody can be part of the peer-to-peer interaction, and everybody, even the viewer is able to earn money.

Play2Live uses a token called Level Up Coin (LUC) which acts as a sole internal mean of payment within the system. It can be easily converted to other cryptocurrencies, or to fiat money through a special exchange service/API.

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This press release can be viewed online at: <http://www.einpresswire.com>

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