

# ePlay's China Initiatives Continue On Multiple Fronts

*Four significant projects identified with multiple partners in China*

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EINPresswire.com/ -- Four significant  
projects identified with multiple  
partners in China

[ePlay Digital Inc. \(CSE:EPY\)](#) today announced that it has signed a number of preliminary agreements to pursue at least four significant sports related projects in China with potentially new strategic partners in China following a series of meetings with Chinese media, gaming, Internet, broadcast, and financing organizations.



ePlay Digital Inc China Initiatives

In August of 2018, the Telegraph reported that the Chinese government was to “crack down on children’s video games” that are deemed as “violent” or unsavory. Earlier this year, Bloomberg reported on the approach Internet giant Alibaba would take with non-violent games in the upcoming Asian Games and Olympics hosted in Beijing. In 2017, according to Bloomberg, the NBA “became China’s most popular sports league, with a boost from tech giants such as Weibo and Tencent”. Former NBA player, Yao Ming, became the chair of the Chinese Basketball Association, the league in which he got his start as a Shanghai Sharks player.

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*Trevor Doerksen, CEO of ePlay Digital*

Sports, like basketball and the Olympics are very important in China. From the moment visitors to Shanghai step into

the airport basketball is featured in promotional videos with highlights from NBA exhibition games taking place outdoors under the iconic Oriental Pearl Tower in downtown district of Shanghai known as Pudong.

“ePlay has a long history in the convergence of sports and mobile games – a convergence that the Chinese companies we are in discussion have a penchant for,” says Trevor Doerksen, CEO of ePlay Digital. “The initial and follow-up meetings with Chinese sports networks, media, game, sports, and financing organizations continue towards bringing sports, advertisers, and fans in China and around the world together.”

The interoperability of the ePlay AR Ad Kit TM , Big Shot TM and various initiatives under discussion in China advances state-of-the-art augmented reality marketing/advertising including in-game product placement and location-based calls to action. According to PQ Media, product

placement advertising grew “13.7% to USD \$8.78 billion in 2017 and is surging toward a ninth consecutive year of double-digit growth in 2018”.

The location-based advertising global market was USD \$16B in 2016 and expected to grow to \$32B in 2021. At Mobile World Congress 2017, where Mobovivo, [an ePlay wholly-owned subsidiary, earned Top Innovative Company recognition](#) in Mashable, Niantic CEO John Hanke stated that Pokemon Go had already driven 500 million visits to sponsored locations with over 35,000 sponsored locations.

Philip Chen, ePlay Board Advisor comments, “the response to Big Shot was extremely positive and we heard over and over again from some of the biggest media, financing, and sports organization in China that the market is ready for Big Shot.”

According to NewZoo, “619.5 million players in China will spend \$37.9 billion in 2018, which makes it the biggest games market in the world. Mobile games will generate \$23 billion of this number.” The forces of mobile gaming, esports streaming, augmented reality, product placement, and location-based advertising converge as mobile game playing audiences are multiplied multiple times through advanced engagement with increasing esports viewing audiences.

#### About ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports, esports and entertainment augmented reality titles, including their new flagship title Big Shot Basketball. ePlay is operated by an award-winning team of sports, gaming and esports leaders as well as broadcast and digital technology industry experts, software engineers and athletes who have brought dozens of game titles to market for companies including Time Warner Cable, ESPN, Sony Pictures, AXS TV, Intel, AXN, Fiat, CBS, and others.

ePlay’s wholly owned subsidiary, Mobovivo esports specializes in augmented reality, mobile game development and mobile esports streaming.


#### Further Information

Further details are available under the Company’s profile on SEDAR at [www.sedar.com](http://www.sedar.com), and the Company’s profile on the CSE’s website at [www.thecse.com/](http://www.thecse.com/)

For further media information, or to set up an interview, please contact:  
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Trevor Doerksen CEO ePlay Digital Inc.



ePlay

ePlay Digital Inc. is a mobile game creator and publisher specializing in sports and entertainment augmented reality titles.

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ePlay Big Shot AR ( Augmented Reality Sports )



**mobovivo**

#### Mobovivo esports

Mobovivo esports is a wholly owned subsidiary of ePlay Digital. Mobovivo esports develops real-time fan engagement and mobile live esports streaming technologies that enable TV networks, venues, teams, leagues and brands to evolve and meet the demands of today's highly-engaged audiences.

Subsidiary of ePlay Digital

market; the uncertainty of estimates and projections relating to costs and expenses; marketing and commercialization; loss of markets; competition; incorrect assessment of the value of any technologies acquired and failure to realize the anticipated benefits of such acquisitions; ability to access sufficient capital from internal and external sources; failure to obtain required regulatory and other approvals and changes in legislation, including but not limited to tax laws, and government regulations. Accordingly, readers should not place undue reliance on the forward-looking statements, timelines and information contained in this news release. Readers are cautioned that the foregoing list of factors is not exhaustive.

The forward-looking statements and information contained in this news release are made as of the date hereof and no undertaking is given to update publicly or revise any forward-looking statements or information, whether as a result of new information, future events or otherwise, unless so required by applicable securities laws or the Exchange. The forward-looking statements or information contained in this news release are expressly qualified by this cautionary statement.

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