

# Arabian Prince Hosts Esports BAR+ Americas Opening Gig in VR: An Exclusive DJ Set in Association with Midem

*Esports BAR, the world's esports business arena series, celebrated the opening of its digital edition, 22-25 Sept, with exclusive VR DJ set from Arabian Prince*

PARIS, FRANCE, September 23, 2020

/EINPresswire.com/ -- Songwriter, rapper, producer, DJ, founder of GGGOAT PC, Streaming and Gaming, and CEO iNov8 Next Open Labs, Arabian Prince, hosted the opening night gig for this week's digital event, [Esports BAR+ Americas](#). The exclusive,

invitation-only one hour DJ set in association with Midem was a tribute to music in gaming, the ever-growing crossover between the two strands of the entertainment business. Best known as a founding member of the Rock and Roll Hall of Fame-inducted legendary group, N.W.A, Arabian Prince has also become known as a technologist, futurist and pro gamer.

“

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*Arabian Prince*

Esports BAR+ Americas brings together the global leaders of the esports industry with those businesses that naturally connect and collaborate with the sector, such as brands, traditional sports and venture capitalists, in a completely digital experience for the first time this week. With music businesses now partnering with so many high profile esports and gaming companies, the relationship between the two entertainment sectors is booming, reflected in the inclusion of the data session, Bridging the

Gap Between Esports and Music, to be delivered by Karol Severin of Midia Research, at the online conference.

Arabian Prince says, “Music and gaming enjoy an important, growing and exciting relationship.



Arabian Prince in VR at Esports BAR+ Americas

There's a true synergy between them, both elevating each other. It was great celebrating that in this exclusive set, especially given my own passion and professional involvement in esports. Being a VR experience was the perfect fit for that celebration and also to mark the opening night of this digital event, connecting esports and the many businesses they partner with on amazing projects and campaigns."

Esports BAR Director, Arnaud Verlhac, says, "We loved Arabian Prince's set. It was Esports BAR's very first VR online experience and a fantastic way to celebrate this special digital edition, Esports BAR+ Americas. We wanted to give our guests a chance to enjoy something unique with us; it's been an unsettling and uncertain period, but it looks like the esports community is coming out of it stronger, so this was a great moment to enjoy together."

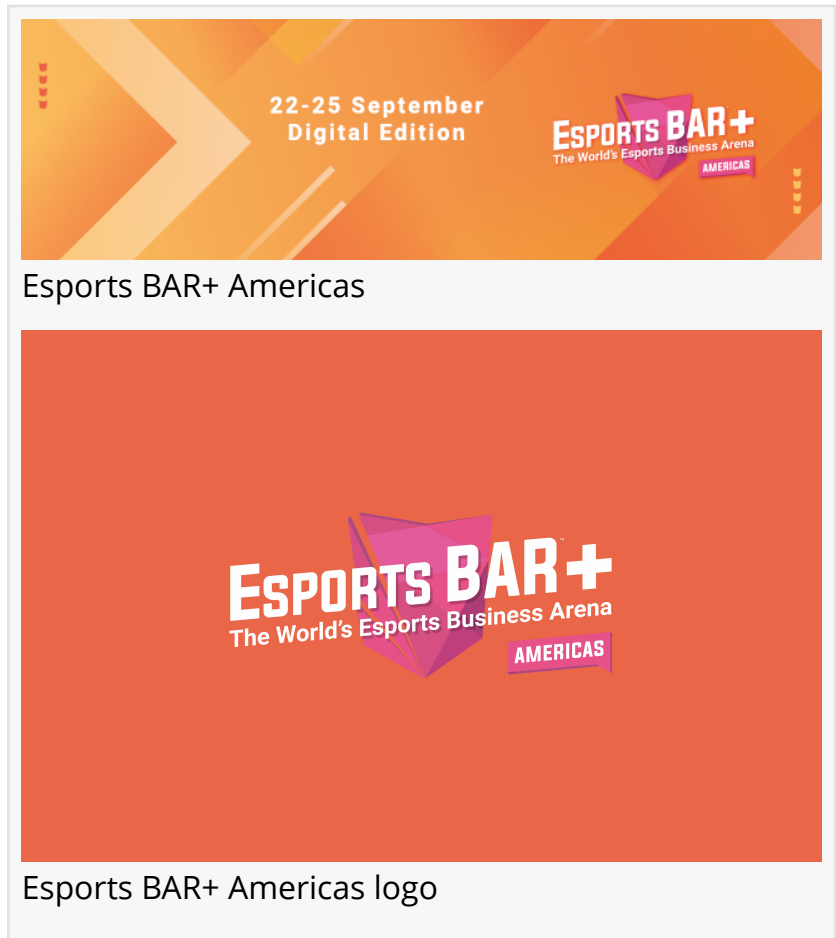
Esports BAR+ Americas is an entirely online event, 22-25 September. Programme, speaker details and registration information can be found [here](#).

#### Notes To Editors

About Reed MIDEM - Founded in 1963, Reed MIDEM is an organiser of professional, international markets that are essential business platforms for key players in the sectors concerned. These sectors are MIPTV, MIPDOC, MIPCOM, MIPJUNIOR in Cannes, MIP China in Hangzhou and MIP Cancun in Mexico for the television and digital content industries; MIDEM in Cannes for music professionals; Esports BAR in Cannes and in Miami for the esports business; MIPIM in Cannes, MIPIM Asia Summit in Hong Kong SAR, Propel by MIPIM – Cannes, Propel by MIPIM – Paris, Propel by MIPIM NYC in partnership with Metaprop, Propel by MIPIM – Hong Kong; MAPIC and LeisurUp in Cannes, MAPIC Russia in Moscow, MAPIC Italy and The Happpetite in Milan, and MAPIC India in Mumbai for the retail real estate sector.

[www.reedmidem.com](http://www.reedmidem.com)

About Arabian Prince - Songwriter, rapper, producer, DJ, technologist Pro Gamer and futurist, Arabian Prince is best known for being a founding member of the Rock and Roll Hall of Fame-inducted rap group N.W.A., pioneering west coast electro music and producing the Grammy



nominated #1 hit song, Supersonic. He is the founder of iNov8 Next Open Labs and president of LAFTC, The Los Angeles First Tech Challenge robotics competition, and founder of GGGOAT PC, Streaming and Gaming.

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