

GoT Serious iRacing with a Smile



E-sports event aims to bring Dutch gamers to world class

GAMING | E-sports with the top of the Netherlands, one of the biggest LAN parties of the Benelux and an expo with all the latest around gaming. The organizers of [Tweakers Gaming Live](#) aim BIG with their new event, from 9 to 11 November in the Brabant halls in Den Bosch. We talked to Sander van den Hout, director of the press group Online, about the event and gaming in the Netherlands. “We want to create local heroes that can grow to the global top.”

Maarten van Ast 13-09-18, 16:52 Latest update: 17:13

What is Gaming Tweakers Live?

“It is a combination of three things. First of all, it is an e-sports event, in which the Dutch e-sport top battles with each other. It is also one of the largest LAN parties in the Netherlands, where everyone can play together for a number of days. The third part is a large expo, where you can find everything in the field of e-sports, gaming, simulators and hardware.”



In the Netherlands, 1.5 million people regularly watch streams of e-sports. So it's really a great thing

GOT Serious iRacing with a Smile

For whom is the event?

“It's very wide. Because e-sports is still relatively new in the Netherlands, we aim at anyone who has something with gaming or e-sports. So, it's both fathers with children, who play e.g. Fortnite, as for the “older” gamer who plays counter strike for example. We also split the rooms so that young children do not come into the room where games are played for an older age category. The minimum age for counter strike is for example 16 years, so you don't want to have 11-year-old children in the room.”

Which E-sports tournaments do you organize?

“Certainly the leagues for Fortnite and CS: GO, a Heartstone tournament and a League of Legends-competition. There are other tournaments possible; We will make this known as soon as possible.”

What big names and teams will compete?

“For CS: GO Defusekids and Edevia are there. For League of Legends, Sector One, New Dynasty and Echo Zulu. These are the most famous teams in the Benelux. We have many more commitments, to be announced in the coming weeks.”

How big are e-sports in the Netherlands actually?

“It is always difficult to generate hard figures, but if you look at the turnover, the Netherlands is in eighth place in Europe. We are lagging behind as the Netherlands is always at the top when it comes to both internet and sports. But as you often see this type of thing: The bigger it becomes; the more money will play a role. And then you just have countries that are bigger and where more money is being cleared to get the absolute top. The really competitive e-sport is currently being shown mainly abroad.”

Why organize such a big event anyway?

“Because we see that e-sports is becoming bigger and more familiar in the Netherlands, and we want to contribute to that. Four out of ten youngsters play and watch e-sports, and when we look at the Tweakers community, a whopping 82 percent on average play seven hours a week e-sports. In the Netherlands, 1.5 million people regularly watch streams of e-sports on platforms like Twitch and YouTube. So, it is really a big thing – especially among young people.”



I Gamers tijdens de Asian Games 2018 in Jakarta © AFP

“

We want to create local heroes who have the chance to grow to the top

GOT Serious iRacing with a Smile

You first organized the annual Tweakers Express, where you could use special game trains to the fair Gamescom in Cologne. Why have you stopped?

"here was really only one problem: the train could not be longer. We could not take more than 750 visitors, while there was much more enthusiasm. The boundaries were thus reached. In addition, we have organized the Tweakers Express for several years, and it was time for a change."

Why does a website organize such an event?

"We notice that the community wants to gather. The visitors of Tweakers have a huge passion for games, tinkering with computers, playing with 3d printers, etcetera. Whatever it is, they do so via the internet. But we also find that they are very keen to talk about these subjects with each other – preferably longer than a day. And that can be realized with a well-organized event."



2 Cosplayers during the Comic Con in the RAI Amsterdam, an annual event that revolves around comics, games and TV series © ANP Kippa

Do you play games yourself?

"I didn't play games until four weeks ago, other than for example Fifa, F1 or Fortnite with my 12-year-old son. Because I honestly wondered what e-sports is exactly, I went to Dreamhack in Stockholm two weeks ago. I came in during the semi-final counter strike and did not know what I saw: 8000 man who all watched the game full of excitement. I was also grabbed by that excitement and passion, while I'm not very familiar with that game. Now I understand how grabs people and even more when you organize it in an event."

The permit for sleeping places is not yet granted?

"We are still waiting for permission from the municipality of Den Bosch, and that takes longer than expected. All parties want to be involved, but we have to get confirmation officially. We hope to get that permit within a few days."



We are still waiting for
Of the
municipality of Den Bosch, and
that lasts longer than expected

GOT Serious iRacing with a Smile

For many people it is unclear what exactly is incorporated in the ticket?

"A legitimate question that we will quickly clarify. If you buy a football card for 80 euros, you also want to know whether it is for PSV-Ajax or for some less well known teams. Most cases are now clear, and we have published most information [on our site](#). We are trying to clarify the latest issues in the coming days."

How many tickets have been sold?

"We have sold a few hundred tickets in these early days. All early bird tickets are already gone, while little details were published about the event. So, it is already a success. We expect on a daily basis about three thousand to four thousand visitors and about five hundred competitors at the LAN party."

[Read all about Tweakers Gaming Live on the website \(Dutch\).](#)



All info / Contact information

Date: 9, 10 & 11 November 2018

Activities: Expo, Lan-party, Tournaments

Organization: Duh-Events, [Tweakers.net](#)

Expected visitors: 3500 to 4500 per day

Sim-racing contact: Joep Willemsen / joepw@got-racing.eu

All other games & sims: Duh-Events B.V. / stefan.mennes@duh-events.nl

