



# CASE STUDIES

**LIONSGATE & RELATIVITY**  
**BRANDED CONTENT / INFLUENCER INTEGRATIONS**



**3 DAYS TO KILL**

# 3 DAYS TO KILL

IN THEATERS FEBRUARY 21



KEVIN COSTNER

AMBER HEARD

HAILEE STEINFELD

PRO CIRCUIT

VOD

SCHEDULES

STANDINGS

PHOTOS

MLG IN THE NEWS

STARRING NADESHOT, CLAYSTER, MOOZE, HEZ Use The Hashtag #OpTic3DTK On Twitter To Win Prizes!



OpTic Gaming

Share

Popout

Channels

Chat

iknowyerg00d: #OpTic3DTK  
 AnThooNyyy\_A: #OpTic3DTK Please!!!  
 CyroHD: #OPTIC3DTK#OPTIC3DTK#OPTIC3DTK  
 Hav0xz: #OpTic3DTK  
 KingShift: #optic3d2k  
 Paradise\_Tv\_: Lego! #OpTic3DTK #OpTicGaming  
 ProPatlawd: #OpTic3DTK #OpTic3DTK #OpTic3DTK  
 #OpTic3DTK #OpTic3DTK #OpTic3DTK #OpTic3DTK  
 #OpTic3DTK  
 TheSteveNeary: #optic3dk  
 VIRaPiiiiDSx: #OpTic3RTKv#OpTic3RTK  
 defied\_x: #OpTic3DTK #Greenwall #Nadeshot Ohh baby!  
 #astros #scufone @astrogaming @scufgaming  
 mklvsnondl: #OpTic3DTK I WANT TO WIN#OpTic3DTK I WANT TO WIN#OpTic3DTK I WANT TO WIN#OpTic3DTK  
 Libertytackle66: #OpTic3DTK #OpTic3DTK  
 #OpTic3DTK #OpTic3DTK  
 Mr\_ZilliZ: #OpTic3DTK  
 BankDaShank: #OpTic3DTK#OpTic3DTK#OpTic3DTK

Chat about this video

88

Send

TUE WED THU FRI SAT SUN MON TUE



LIVE

Winter Invitational: Curse LV vs OpTic Gaming



7:30 PM EST

Winter Invitational: EnVy vs Strictly Business



9:00 PM EST

Winter Invitational: Strictly Business vs Curse LV

All Games

Play



\$430 3v3 Search W|S|O 01-28

Tuesday January 28th 7:20 PM

Join



\$430 3v3 Search W|S|O 01-28

Tuesday January 28th 7:20 PM

Join



\$520 2v2 MW3 Search 1ND 01-28

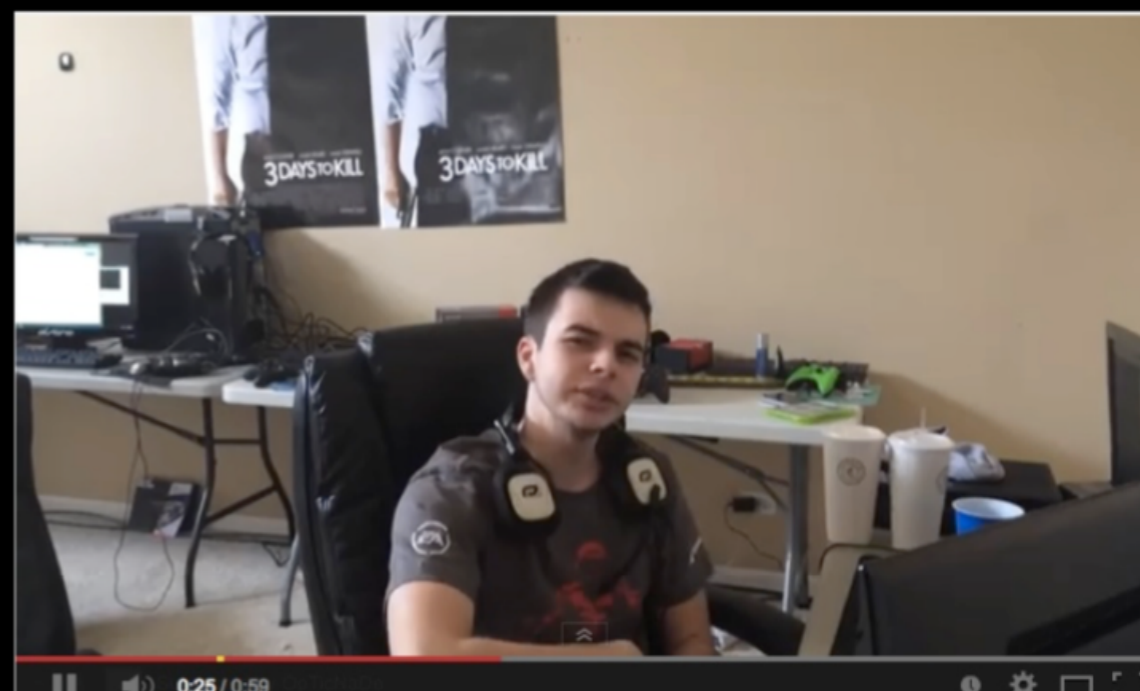


# 3 DAYS TO KILL

IN THEATERS FRIDAY

feedback

A 3 DAY CALL OF DUTY MARATHON W/ TEAM OPTIC: GOAL - ACCRUE AS MANY KILLS AS POSSIBLE



406,000+ HOURS OF BRANDED VIDEO CONTENT CONSUMED BY 325,000 UNIQUES IN 3 DAYS



Following

#OpTic3DTK is trending in the US!  
Tune in for the @OpTicGaming 3  
Days to Kill Marathon on  
MLG.tv/Optic!  
[pic.twitter.com/08CjrMb9ox](http://pic.twitter.com/08CjrMb9ox)

Reply Retweet Favorite More

#### United States Trends · Change

#EndlessLove Promoted  
Darren Sharper  
#AustinMaPhone  
#JustReallyLoveTeenWolf  
Happy V-Day  
**#OpTic3DTK**  
#TeamTylerWard  
#HarsherLoveSongs  
De La Soul  
Skylar Diggins

RETWEETS  
53

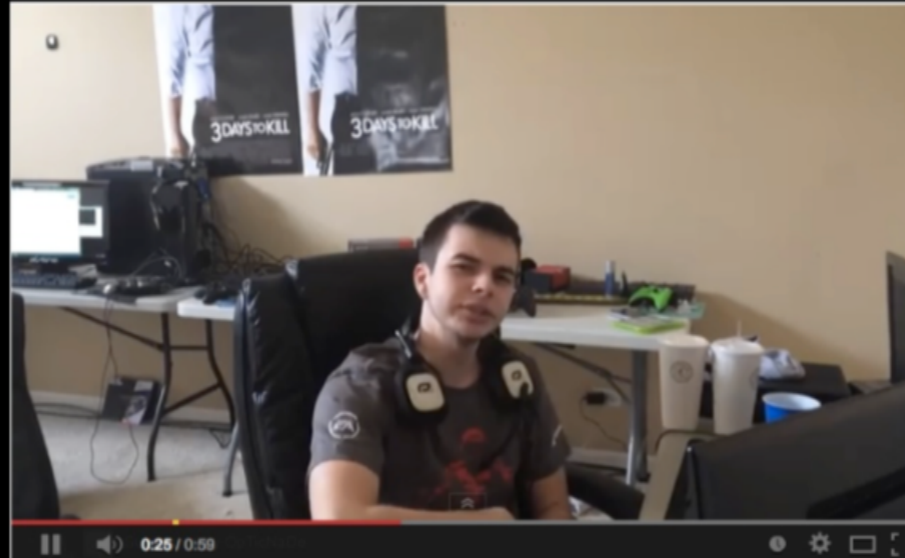
FAVORITES  
51



9:50 AM - 14 Feb 2014

Flag media

#6 for 45 min  
after 2 hours  
Trended 5 more x  
over next 3 days



#### 72 Hour LIVESTREAM MARATHON EXTRAVAGANP...



OpTicNaDe · 684 videos

Subscribe 1,059,149

139,069

4,252 66



About

Share

Add to



OpTic Gaming™ @OpTicGaming · Feb 10

I think we're well over-due for an #OpTicMarathon. This Weekend we will have a 72hr Marathon called #OpTic3DaysToKill RT if you're ready!!!  
[Collapse](#)

Reply Retweet

RETWEETS  
1,280

FAVORITES  
604



11:19 AM - 10 Feb 2014 · Details

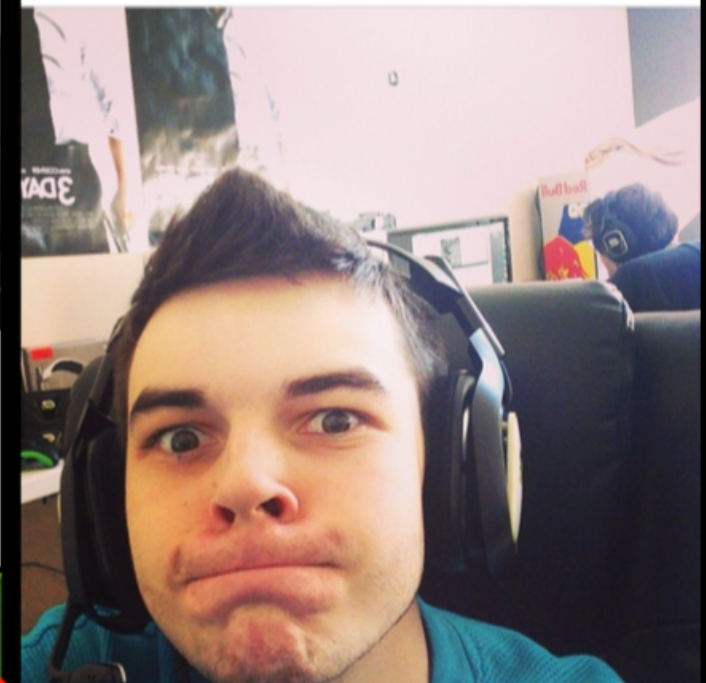
Reply to @OpTicGaming

Verizon 3:28 PM 37%  
PHOTO



nadeshot

5d

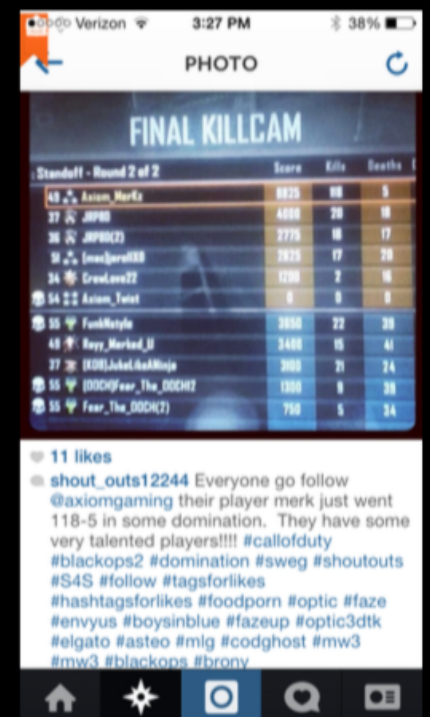
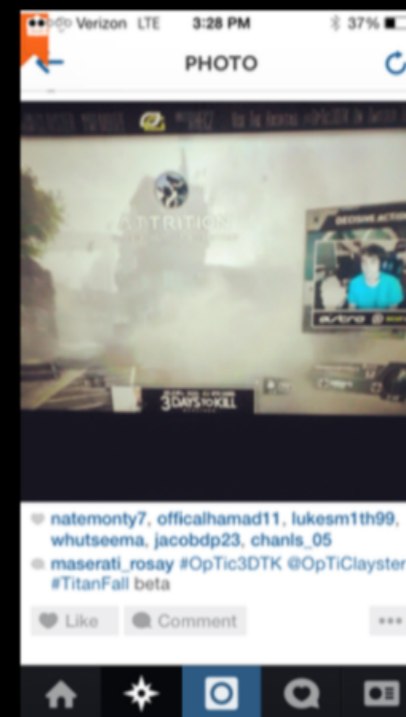
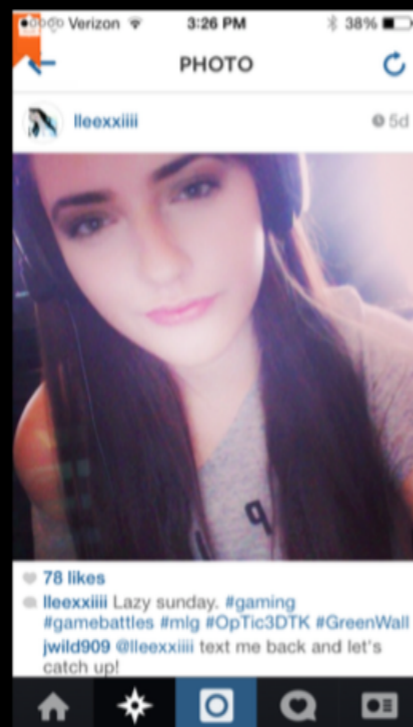
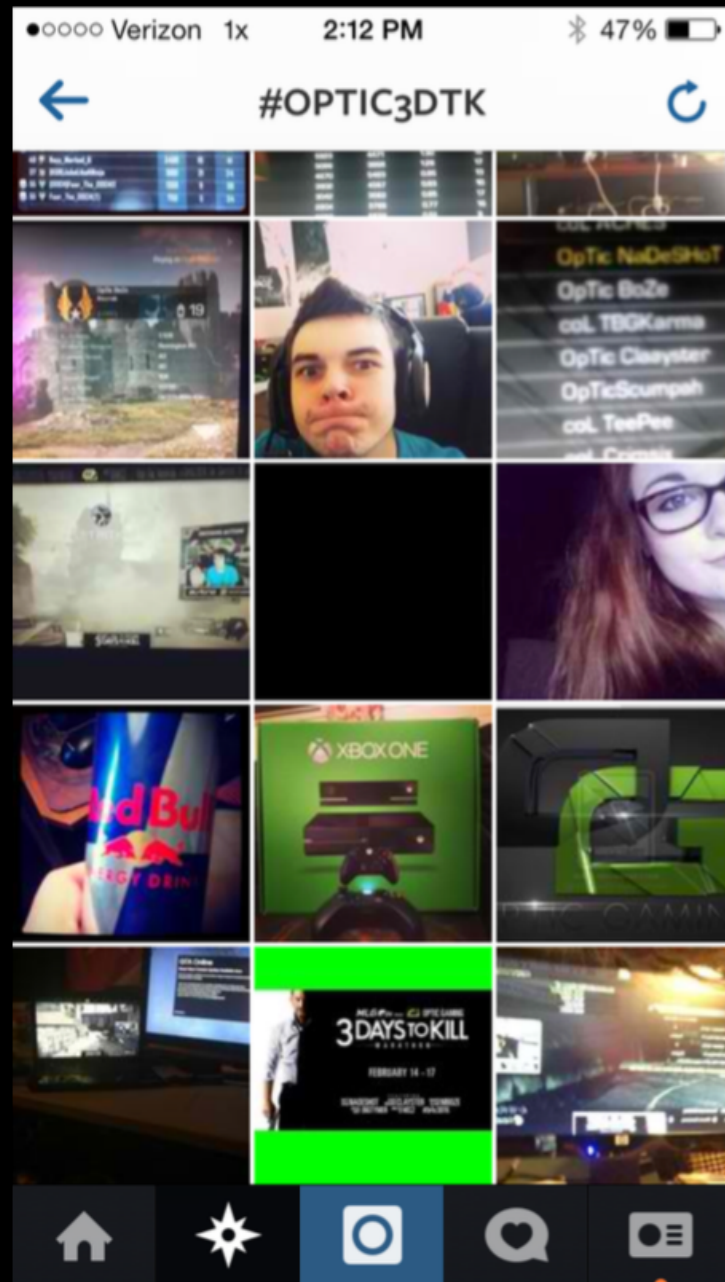


8627 likes

nadeshot Last day of the #OpTic3DTK 72 hour marathon! Finishing it off with 2K tournament! <http://www.mlg.tv/optic>  
[view all 214 comments](#)



5 MILLION EARNED MLG MEDIA IMPRESSIONS + MILLIONS MORE FROM OPTIC



EARNED MEDIA SCREENSHOTS

## EARNED MEDIA HIGHLIGHTS

- IN LESS THAN TWO HOURS FROM THE START OF OPTIC'S 3DTK MARATHON, #OPTIC3DTK TRENDING TWICE
- 81% OF TWITTER #OPTIC3DTK POSTS CAME FROM THE MLG CHAT CLIENT
- #OPTIC3DTK TRENDING WORLDWIDE ON DAY 1 FOR A TOTAL OF 45 MINUTES
- MLG TWEETED 11 TIMES OVER THE COURSE OF THE MARATHON RECEIVING 4.8 MM
- OVER 406,000 HOURS OF CONTENT WERE CONSUMED BY A TOTAL OF 325K UNIQUE VIEWERS



# BRICK MANSIONS

## Dallas Cowboys WR Dez Bryant teams up with MLG



Posted by: **Lance Liebl**

Dallas Cowboys wide receiver Dez Bryant has teamed up with Major League Gaming for "Dez Bryant Live."



3 comments +1 0 Tweet 3 Like 0

Dez Bryant Live will take place on April 22nd at 7pm EDT and will be broadcasted on [www.MLG.tv/COD](http://www.MLG.tv/COD).

Interested in a chance to go up against Dez and these pros? To enter, you need to follow MLG.tv channels, @MLG on twitter and tweet: *I want to play in @MLG's Dez Bryant Live #ThrowUpTheX #BrickMansions*.

The four fans randomly selected to compete will be notified on Monday, April 21 through direct message.

## COMPLEX GAMING

STYLE | SNEAKERS | ART+DESIGN | CITY GUIDE | TECH | RIDES | MUSIC | POP CULTURE | SPORTS | GIRLS

VIDEO GAMES > Dallas Cowboys' Dez Bryant Hosts "Call of Duty" Battle Tonight

### Dallas Cowboys' Dez Bryant Hosts "Call of Duty" Battle Tonight

BY KYLE LOWE | APR 22, 2014 | 6:27 PM | [PERMALINK](#)

+1 1 Tweet 22



Bryant's reaction to Riley being shot in "COD: Ghosts" image via [rvfta](#)

Dallas Cowboys' wide receiver [Dez Bryant](#) has teamed up with Major League Gaming (MLG) to host *Dez Bryant Live* tonight on MLG.tv in a battle of *Call of Duty* (COD) sponsored by the upcoming film *Brick Mansions*. Exclusively aired on [MLG.tv](#) at 7PM ET. Fans have been given the chance to battle it out with Bryant and other *Call of Duty* pros live on air.

COD champs will kill-streak the hell out of four lucky fans. Fans will be given a chance to compete against Bryant, Nadeshot (@OpTic\_Nadeshot), Scumpli (@OpTic\_Scumper) and Fwiz (@Fwiz), in a war to hold their own, against the best COD players in eSports.

*Dez Bryant Live* starts tonight at 7PM ET only at [MLG.tv](#).



## FANSIDED

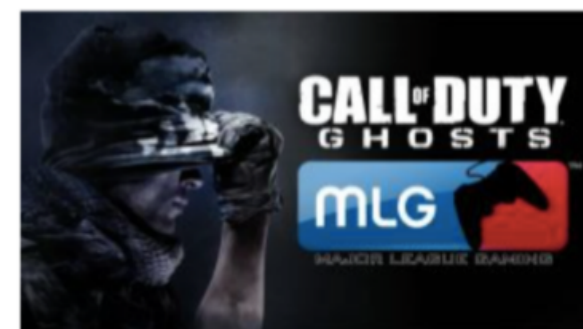
SI.COM TOP STORIES SI BLOGS EXTRA MUSTARD

## Dez Bryant teaming with MLG

3 0 PLUS FANCRED 0

BY TED - APR 21ST, 2014 AT 2:04 PM

[PREVIOUS](#)



Have you wanted the chance to take down Dez Bryant, and not have to throw on the pads to do it? Has the cockiness on the field always had you seething for your opportunity to embarrass the Dallas Cowboys wide receiver? Thanks to Bryant and Major League Gaming, the opportunity is now a reality.


To help celebrate the release of the upcoming film, *Brick Mansions*, Dez Bryant will be gaming alongside MLG professionals on *Call of Duty*. Four lucky fans will have the chance to compete against Dez for a chance to win tickets to *Brick Mansion*, as well as autographed merchandise from the Cowboys star himself.

WITH **FWIZ & NADESHOT SCUMPI**



♥ Follow

 Chat

 InfiniteDaps: 3-5

Chat about this video

☒ Post to Twitter

79

Send



TUE

**LIVE**

Dez Bryant Live



TUE

**LIVE**

## MLG Call of Duty League

W  
E  
D

7:00

**7:00** | MLG Call of Duty League



>

All Games ▾



WED

THU

FRI

SAT

SUN

MON

TUE

WED

FULL SCHEDULE

All Games

WED

2:00 PM EDT

StarCraft Clan Wars - MyInsanity vs Team Liquid

WED

4:00 PM EDT

eSports Report Daily Update

WED

7:00 PM EDT

MLG Call of Duty League

Channels

REPLAY

REPLAY

REPLAY

REPLAY

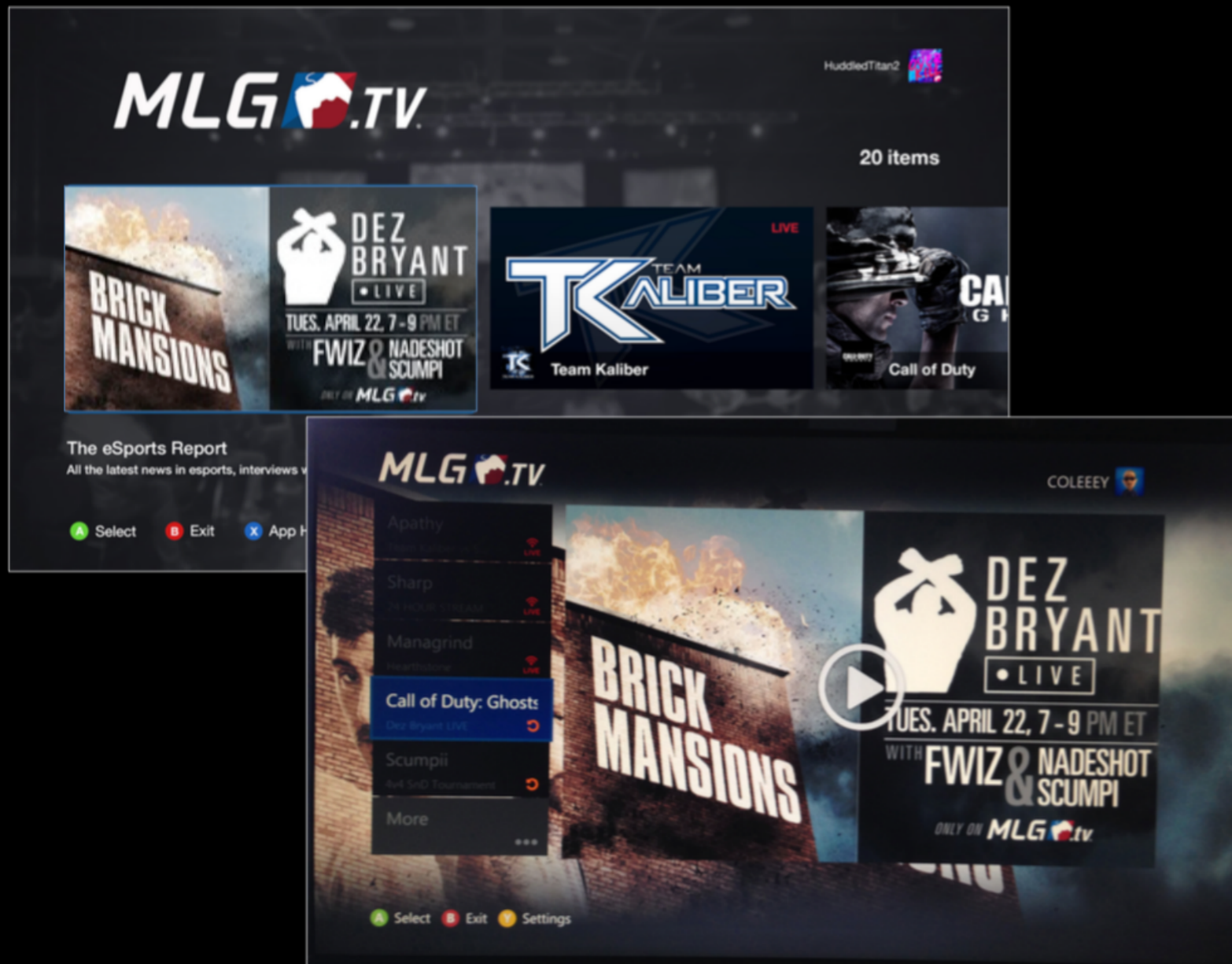
REPLAY

REPLAY

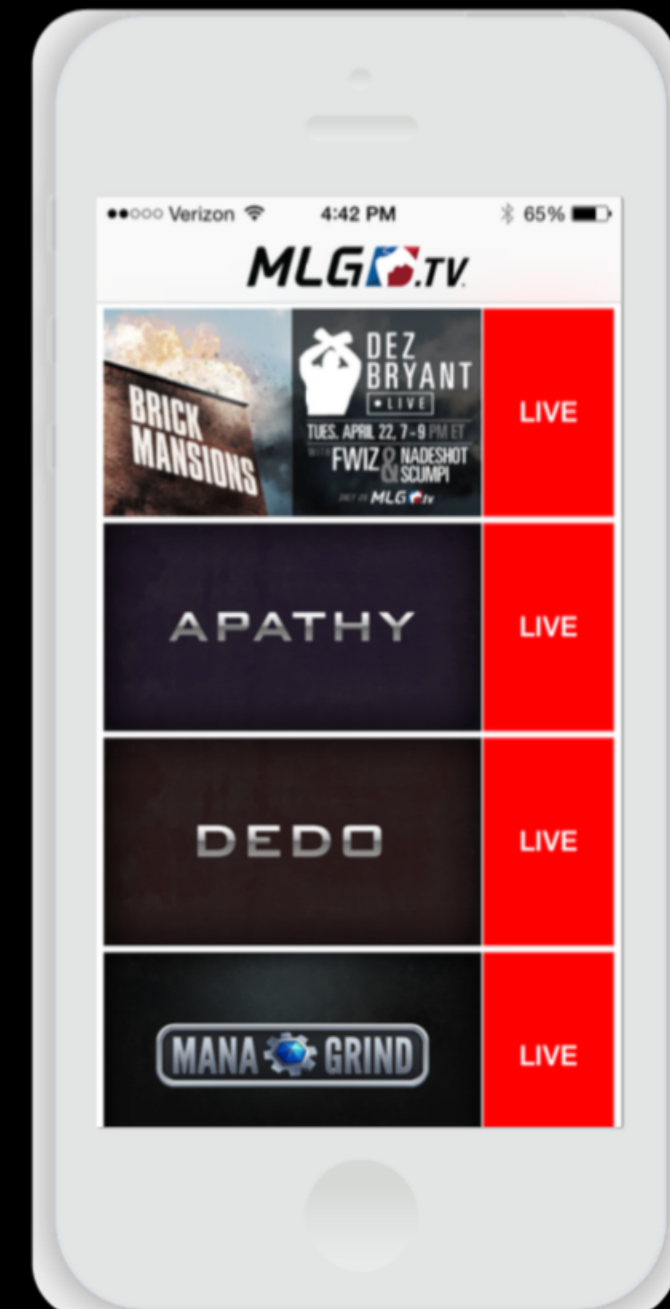
REPLAY

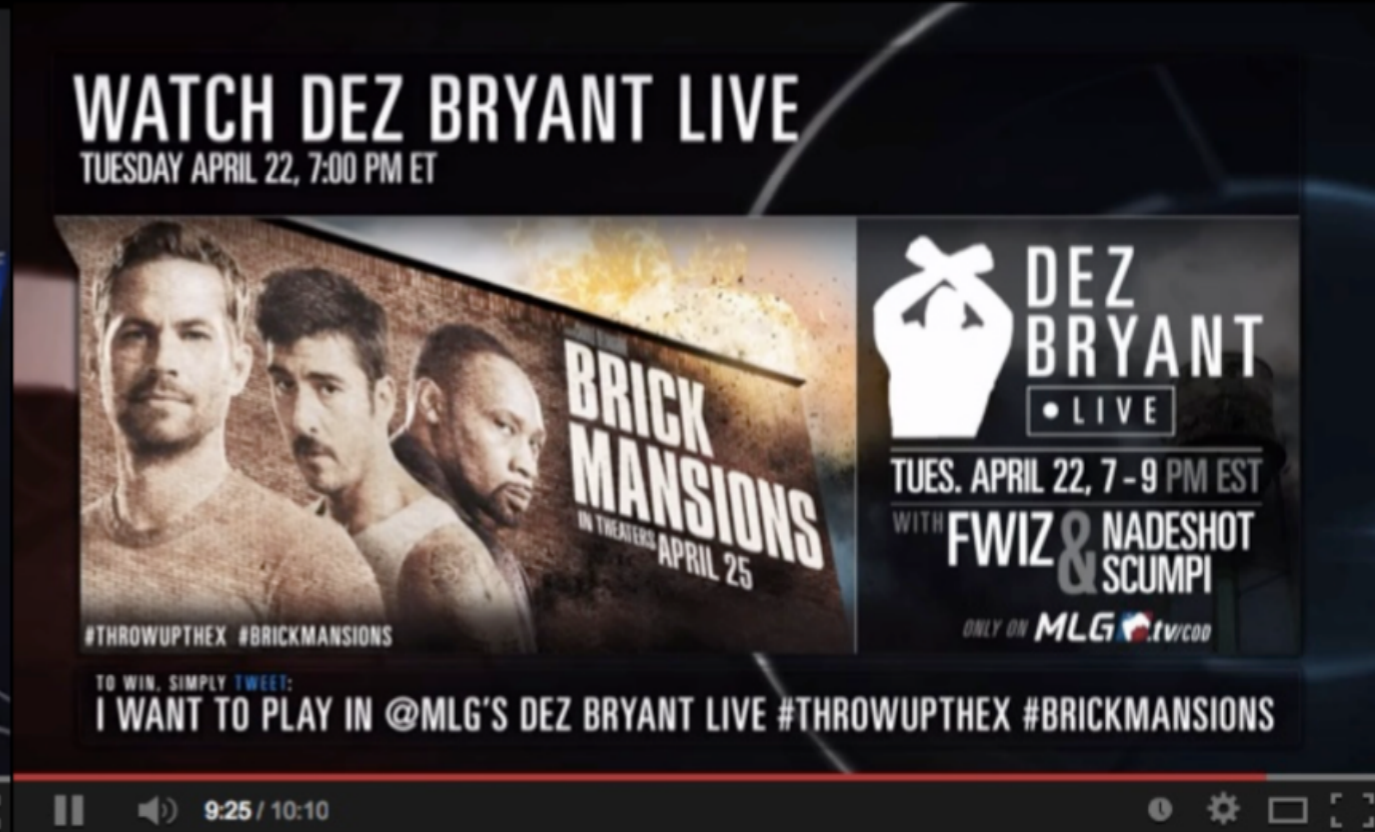
	Total	Browser	Xbox	Mobile
Hours Consumed	9,624	8,920	594	109
Uniques	23,775	17,148	1,771	4,856

Hashtag	Tweets
#ThrowUptheX	5,838
#BrickMansions	8,322
#ThrowUptheX #BrickMansions	5,298
Total	19,458



## Mobile

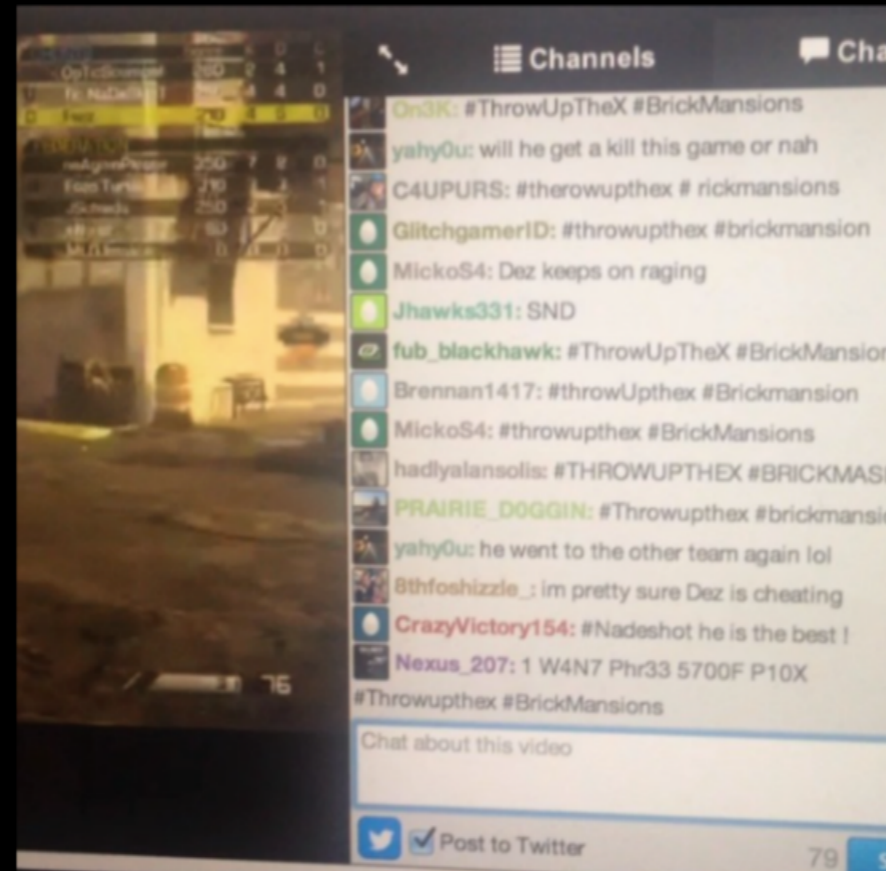
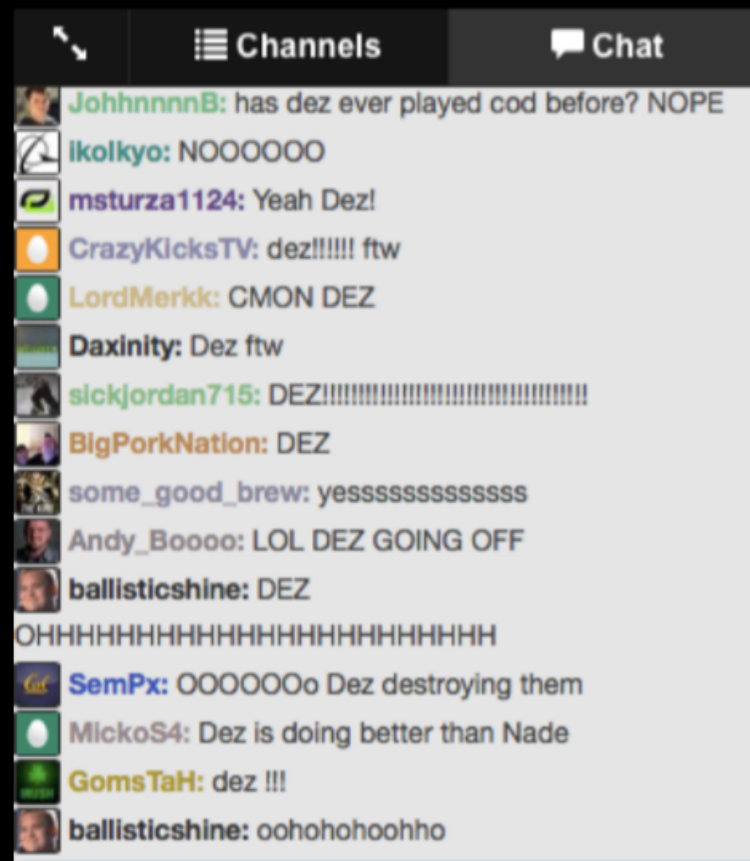




- eSports Report promo – live on MLG.tv and VOD on [YouTube](#)
- 7,992 YouTube views (bonus)



Twitter Chat during live stream drove 20,000 tweets for #BrickMansions, #ThrowUptheX, #ThrowUptheX #BrickMansions



## United States Trends · Change

#VoiceSave

#NationalSendYourManNudesDay

#myNYPD

#ThrowUpTheX

#4 on April 22, during  
Live stream

#HappyEarthDay

Congrats to Albert Pujols

500th HR

Taylor and Aaron

Luis Scola

Aviva

[Video of twitter chat](#)



THE OFFICIAL TWITTER OF  
**DEZ BRYANT**  
WWW.DEZBRYANT.COM



**Dez Bryant** ✓  
@DezBryant



Following

#ThrowUpTheX for Team Dez. We are killing it on @MLG. Thanks #BrickMansions for the fun. [pic.twitter.com/hmshwO7c12](http://pic.twitter.com/hmshwO7c12)

Reply Retweeted Favorited More



RETWEETS  
**69**

FAVORITES  
**121**



4:22 PM - 22 Apr 2014

Flag media



DESIGN BY GLOBALMEDIADesign.COM




**EARTH TO ECHO**



# RELATIVITY'S EARTH TO ECHO

JEROME, RPM  
& CUPQUAKE  
PLAY  
MINECRAFT



**LIVE STREAM**  
JULY 1<sup>ST</sup> 5-8 PM ET  
#EARTHTOECHOMLG  
ONLY ON **MLG**.tv/EARTHTOECHO

PLAYING EARTH TO ECHO **MINECRAFT** MINI-GAME

**Earth to Echo**  
JEROME | RPM | CUPQUAKE

Share Popout Follow

**Channels** Chat

- Earth to Echo #EarthToEchoMLG **LIVE**
- Related Channels**
- xRpMx13 #EarthToEchoMLG **LIVE**
- Jerome #EarthToEchoMLG **LIVE**
- Cupquake #EarthToEchoMLG **LIVE**

## Earth to Echo

On Tuesday, July 1 from 5-8pm ET, celebrate the July 2nd release of Relativity's Earth to Echo, with a special Minecraft broadcast on MLG.tv. Watch as You Tube stars Jerome (youtube.com/jeromeasf), RPM (youtube.com/xrpmx13), and Cupquake (youtube.com/ihascupquake) play the Earth to Echo Minecraft Mini-Game live on mlg.tv/earthtoecho. Throughout the broadcast, tweet #EarthToEchoMLG for a chance to win movie tickets.

LANDING PAGE

Cupquake♥  
@iHasCupquake

TWEETS 5,572 PHOTOS/VIDEOS 1,085 FOLLOWING 283 FOLLOWERS 253K FAVORITES 46 More ▾

Cupquake♥ @iHasCupquake · Jul 1

We are giving away 3 pairs of tickets to see Earth to Echo! Tweet at me with the hashtag #EarthToEchoMLG to win!

80 203

Cupquake♥ @iHasCupquake · Jul 1

Still streaming some Minecraft!  
[tv.majorleaguegaming.com/channel/minecr...](http://tv.majorleaguegaming.com/channel/minecr...)

MLG

EARTH TO ECHO

LIVE STREAM

JULY 1ST 5-8 PM ET

#EARTHTOECHOMLG

ONLY ON MLG tv/EARTHTOECHO

Cupquake♥ @iHasCupquake · Jul 1

RT (@EarthToEchoMLG live at mlg.tv/earthtoecho)

14 121

Cupquake♥ @iHasCupquake · Jul 1

Live now at [mlg.tv/earthtoecho](http://mlg.tv/earthtoecho)! Play with us at [play.featuredcraft.com](http://play.featuredcraft.com)!  
! [earthtoecho](https://www.instagram.com/p/p7DsKVIHUJ/)! [instagram.com/p/p7DsKVIHUJ/](https://www.instagram.com/p/p7DsKVIHUJ/)

20 106

Cupquake♥ @iHasCupquake · Jul 1

About 1 more hour till we go live with some #Minecraft [mlg.tv/earthtoecho](http://mlg.tv/earthtoecho) Excited to play with @JeromeASF & @xRpMx13!  
#EarthToEchoMLG

32 145

Cupquake♥ @iHasCupquake · Jul 1

Going to live stream #Minecraft today, 2 - 5 pm PST w/ @JeromeASF & @xRpMx13!  
[mlg.tv/earthtoecho](http://mlg.tv/earthtoecho) #EarthToEchoMLG

40 140

JeromeASF  
@JeromeASF

Follow

Earth to Echo Minecraft Minigame w/ AshleyMariee #2: [youtu.be/1npWwSCvM4c?](http://youtu.be/1npWwSCvM4c?) a via @YouTube

Reply Retweet Favorite More

YouTube

Earth to Echo Minecraft Minigame w/ AshleyMariee...

0:00 / 12:47

Earth to Echo Minecraft Minigame w/ AshleyMariee #2  
Play the Earth to Echo game here: [Play.FeaturedCraft.com](http://Play.FeaturedCraft.com) Trailer: <http://bit.ly/1stQPbX>  
Earth to Echo is coming out on July 2, 2014. Find out more about it here: <http://bit.ly/1stQPbX>

View on web

RETWEETS 17 FAVORITES 140

5:40 PM - 23 Jun 2014

JeromeASF  
@JeromeASF

Follow

Livestreaming at 5PM EST with @xRpMx13 and @iHasCupquake on [Mlg.tv/EarthtoEcho](http://Mlg.tv/EarthtoEcho) #EarthToEchoMLG

Reply Retweet Favorite More

RETWEETS 26 FAVORITES 178

11:23 AM - 1 Jul 2014

INFLUENCER SOCIAL