



# HLTV

A PART OF  BETTER COLLECTIVE

## The global leader in CS2 media and statistics

*What do fans use it for?* Follow live CS2 matches, check world rankings and deep stats, and catch up on news and analysis.

*Year founded* 2002 *Year acquired by Better Collective* 2020

### Audience & Reach



Monthly unique users:

# 26M

Audience profile:

95% of users are male

78% are aged 18-34,

Social media followers:

# 1.6M

Monthly pageviews:

# 350M

*About 80% of users visit at least once a day, and sessions average more than eight minutes!*

### Monetisation Overview



- Monetization is driven primarily by direct advertising and sponsorships that capitalize on HLTV's trusted voice and global reach
- Continue to experience strong advertiser demand & global brand recognition

### Strategic Strengths



- The go to destination and brand for fans of CS2 globally, helping to spark further interest in a growing fan base
- The definitive CS2 hub for rankings, live matches, stats, and news
- Two decades of credibility with founders still involved
- Ownable IP and tentpoles (*world rankings, MVP, Player of the Year, HLTV Awards, podcast*)
- High engagement across web, app, and social enables authentic, brand-safe activations

### Growth Potential



- Deeper partner integrations around tentpoles and top events, utilizing the unique strength of the brand and size of the audience
- Boost CPM revenue via expanded programmatic sales through AdVantage