



## NASL Interview with CEO Russell Pfister



North American StarCraft League CEO, Russell Pfister

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As a proud sponsor of the NASL tournaments for 2012, Eizo is thrilled to have had the privilege to catch up with Russell Pfister, NASL's CEO to discuss Season 4 and the league's successes. This season has been no doubt exciting, jam packed with activity online and live viewing opportunities of the players as they go for gold in the Grand Finals. Read on to check out what Russell has to say about this past season, supporting the fans, and what's up and coming for the league!

### ***Congrats on another successful season! What are your thoughts on this past season? What were the highlights?***

Thank you! With over 500 broadcast hours in Season 4 alone, there were many highlights each week, many of which were caught in our daily NASL Rewind segments or in our weekly NASL Bloopers segment. However, the crowning memory of the season was most assuredly the NASL Season 4 Grand Finals. Over the course of two



days, our team was able to deliver non-stop action and entertainment to both the live and online audience. Engaging segments and live interviews kept the action going while players prepared for their upcoming matches.

One of the greatest highlights at the NASL Season 4 Grand Finals was the StarCraft II: Heart of the Swarm FFA (Free-For-All) ShowMatch featuring 4 professional players and two of our casters. Thanks to our exceptional casters, hosts, and production crew, we were not only able to showcase a preview of the upcoming expansion from Blizzard, but were also able to show the audience the endearing and

hilarious personalities of our players.

As a result, many fans flooded us with messages via Twitter, Facebook, and email to tell us that we had reinvigorated their love for the game again with this segment and also thanking our sponsors for helping make it possible. Knowing that the NASL team was able to enlist such elated enthusiasm from our audience was truly a highlight and something we will continue to strive for in our future broadcasts.

### ***How has Season 4 differed from previous seasons?***

When NASL moved to a true live format in 2012, we devoted the year to creating more engaging content that showcases the game and the players while developing a deeper connection with our audience and our subscribers. As this has been a year-long focus, Season 4 saw many pieces of this effort coming together more cohesively and organically than before. While our casters and hosts have become a true family on-camera, our production team has also grown together, resulting in a smoother production overall.



### ***What is it about NASL that has such a passionate and devoted fan base?***

On the most basic level, NASL is able to engage with our viewers on a regular basis thanks to our nightly broadcast model. At the end of a long day at work or class, our viewers are able to tune into us as a part of their daily routine.

However, there's another piece to what we do at NASL that has graced us such an excited and devoted fan base: the feeling is mutual. Simply, the NASL team is very passionate about, thankful for, and engaged with our fans, which is then reciprocated back to us. For instance, each season, we have worked on developing more ways we can engage with our fans during our broadcast. In Season 3, our new live format allowed us to ask the audience questions and feature their responses live in the news ticker during games. In Season 4, our in-chat voting system allowed our fans to tell us who they were cheering for and why.

### ***Korea is extremely dominant in esports; how has NASL been able to become well-established in the U.S.?***

At NASL, it is our belief that in order for esports to thrive, the players must thrive. As such, we continually push to find new ways to showcase the players' personalities and truly tell their stories to the fans. In 2012, NASL started producing a number of segments to feature the players, including:

- Player Spotlights (telling player stories in a personable way)
- Mining Out (showing players on location and outside of their element)
- eSports Retirement (allowing players' creativity and humor to shine)

In addition to this, we offer a monetary prize for every single match through the regular season to offer players more opportunities to win.

### ***What sets the NASL apart from the other leagues?***

While many organizations focus on individual weekend events, NASL is dedicated to delivering exceptionally produced nightly broadcasts to its viewers. As a result of this, the personalities of our players and personalities are allowed to shine, and we are able to forge long-lasting relationships with our viewers.

**Can you share your reasons for choosing Eizo as the display of choice for NASL? How does this effect play? The benefits of using an Eizo?**

The NASL team prefers using Eizo monitors for playing StarCraft II as the impressive contrast ratio and rich colors allow our players and casters to enjoy the game in the same crystal clear ultra-settings that we broadcast in. Similarly, our creative team of graphic designers and video editors appreciate the color quality for the work that they do, as well as the brightness and refresh rates that allow Eizo monitors to be easy on their eyes even after long days of designing or editing.

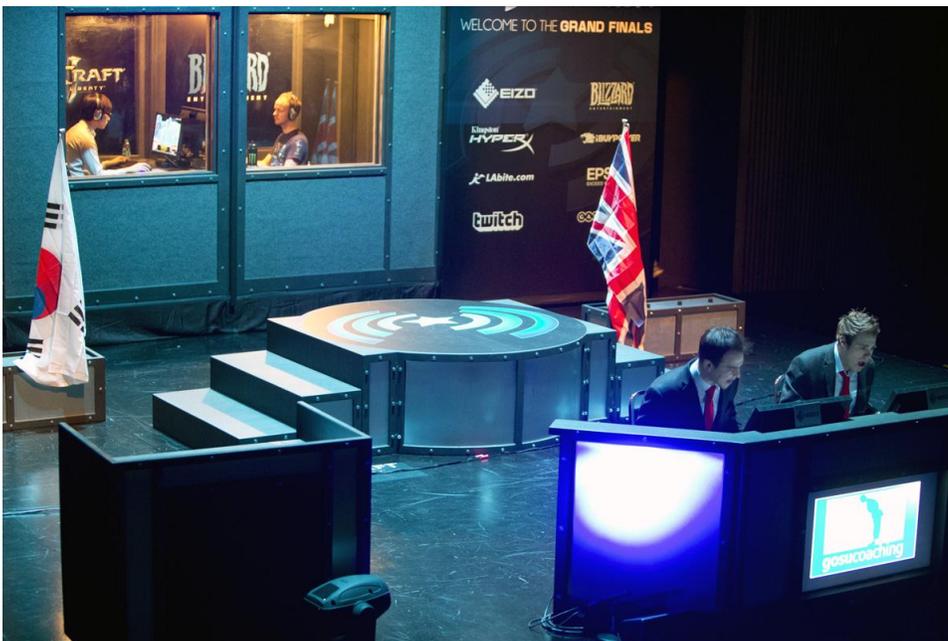
**How can fans join in the festivities of NASL matches?**

NASL's fans are arguably the most energetic, involved, and engaged eSports fans out there. The easiest and most common ways fans interact with us include participating in subscriber-only chat on Twitch, tweeting

@NASLTV, and joining the discussion with NASLTV on Facebook.

Each night we broadcast, we have a number of NASL personalities, players, and staff chatting with our most devoted fans in subscriber-only chat as fans vote on each match and give figurative bacon (karma) to each other. It's a very warm and engaging environment that has forged many eSports friendships over the course of our seasons.

Our special segments, such as Eyes on the Community and BarCraft Spotlight, offer viewers insights into how they can connect with other eSports fans in their



areas.

**2013 is just around the corner. What's in store for NASL in eSports next year?**

NASL remains dedicated to delivering the highest level of eSports competition to its fans on a nightly basis. As such, our team will continue to explore new content possibilities. Whether it is a new segment or a new game, NASL promises and plans to continue showcasing the players and games in more interesting lights while staying connected and engaged with our fans.