Twitch Returns to Thailand Game Show and Announces New Marketing Executive





Bangkok – November, 2017 – Social video service Twitch announced its return to Thailand Game Show, details surrounding its booth (booth #G4), and appoint of a new Director of Marketing in Southeast Asia. Highlights at Thailand Game Show include a live broadcast featuring popular content creators and notable games from the show, a Meet & Greet Zone where attendees can get autographs from top Twitch personalities, and sponsored activities from Intel, Lenovo, Acer, DXRacer, Red Bull, and Corsair. Fans can tune into Twitch's mainstage broadcasts here: www.twitch.tv/twitchth.

Twitch is also proud to announce that Ferdinand Gutierrez has joined as Director of Marketing in Southeast Asia to increase the company's commitment to the region. Ferdinand is based in Thailand and will be responsible for event marketing and operations, as well as connecting the Thai and greater Southeast Asian audience with Twitch, its content creators, and community. Ferdinand comes to Twitch from Havas Media Group where he served as CEO, and Neo@Ogilvy where he served as General Manager. Ferdinand is also the Founder of Sandbox Global, Southeast Asia's premiere social gaming company.

"We saw overwhelming enthusiasm surrounding our Thailand Game Show presence last year and a growing number of creators and viewers, all of which has inspired us to strengthen our commitment to the Thai community," said Ferdinand Gutierrez. "Our mission this year is to not only support our content creators locally, but also show how Twitch is the most effective medium for reaching the Millennial and Generation Z audiences. We also want to help brands within and outside gaming navigate how to use our community and interactive tools to reach these audiences."

The following is an overview of what Thailand Game Show attendees and Twitch fans can experience at the booth and online:

The Main Stage

Hosts: Popular Thai Twitch personalities Danai "dansuperblog" Smuthkochorn, Suphanee "Lookying" Umpudsa, Komson "CazTooN" Tacharoon, Jutamas "Mhuay" Lawansathien, and Attapol "khobsanam" Kaitong will host segments with publishers, developers, and content creators. Among the popular creators will be BayRiffer, SkizzTV, FifaTarGrean, TeamGarryMovieThai, and many more.

The Twitch Booth

– Gaming Area: Twitch community favorites will be playable here including PlayerUnknown's Battlegrounds, Call of Duty: WWII, and Destiny 2.
– Partner Meet & Greet Zone: Partnered content creators will gather here to network with fans and sign autographs. The full guest schedule will be located at the Twitch booth's front desk.
– Twitch Partner Lounge: Partners are invited here to relax and network.
– Intel Streamer Zone: Groups of popular Twitch personalities will stream live here during expo hours.

For more information on Twitch activities at Thailand Game Show 2017, please visit the official Twitch blog, Twitter feed, and Facebook page.

About Twitch: Twitch is the world's leading social video service and community for gamers. Each day, millions of community members gather to watch, talk, and chat about shared interests. Twitch's video service is the backbone of both live and on-demand distribution for all types of content, including the entire video game ecosystem, the creative arts, vlogging (IRL), and more. Twitch also runs TwitchCon, the annual convention for celebrating the Twitch community. For more information about Twitch, visit our Press Center, Twitter feed (#Twitch), and Blog.