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MENA DIGITAL MOTORSPORT GAMES





MENA Digital Motorsport Vision



Background

- Today, the interest of Millennials and Generation Z youth in smart phones, video games and the digital world, in general, far outweighs their interest in Cars.
- Digital devices and services continue to get cheaper for consumers and in some cases are free.
- They are also extremely accessible as high speed internet has become the standard in most communities around the world.
- Motorsport has long been viewed as an expensive and exclusive activity, only accessible to people with a high level of disposable income and communities with an available infrastructure for Motorsport.
- Motorsport organizers are now in need to take serious steps to regain the passion of youth and make Motorsport more accessible to enthusiasts and aspiring young drivers.





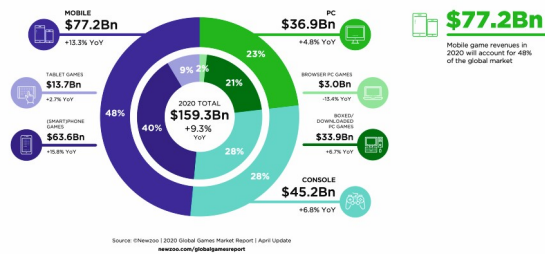
MENA Digital Motorsport Vision



Background

- Global games business total revenue is 137.9 Billion dollars worldwide.
- Today, gaming is the world's favourite pastime. There are a staggering number of gamers worldwide, a total of 2.3 Billion.
- Total revenue for online gaming in the MEA is 4.9 Billion dollars, with a total of 1.7 Billion population, there are 330,696,000 million online gamers.
- Online gaming / Esports translates and transcends into live events, pro-gaming heroes and most importantly, MILLIONS OF FANS.
- The online gaming industry is extremely impactful and plays a vital role in disrupting and reshaping traditional industries.

newzoo 2020 Global Games Market Per Device & Segment With Year-on-Year Growth Rates



newzoo 2012-2021 GLOBAL GAMES MARKET REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES





MENA Digital Motorsport Vision



The MENA Digital Motorsport Cup aims to do that by making Motorsport:

- Digitally Innovative – capturing the interest of youth by partnering with one of the most advanced online driving simulator games.
- Accessible – As this cup will require minimal resources from drivers, this will make it easy for youth to participate
- Inclusive – The first phase of this cup will allow drivers to participate from home and thus putting a focus on reaching the underrepresented demographics of the sport, which may have not had a chance to experience Motorsport before.

Objectives

The objectives of this cup are:

- 1 - To crown the first ever MENA Digital Motorsport Champion with the support of FIA.
- 2 - To take motorsport into the digital realm in the MENA region. This will open it up to a much wider segment of potential racers.
- 3 - To put the spotlight on Digital Motorsport and introduce it as a grass roots motorsport to discover talents in the MENA region.
- 4 - Aiding to establish motorsport as an accessible activity to a larger community of youth outside the conventional motorsport circles.





MENA Digital Motorsport Vision



● Eligible Competitors

Minimum age of any driver is 16 years.

Each driver must have a valid PlayStation Network Account and a valid PlayStation Plus Subscription at the time the qualifiers start and in the finals.

● Race Platform

- 1 - Either a PlayStation 4 or PlayStation 5 device.
- 2 - Gran Turismo Sport Game (Found on PS Store).
Under License from Polyphony Digital.
- 3 - Vehicle Groups allowed are 'Gr.4' and 'Gr.3'.
- 4 - All Races will be conducted under 'Balance of Performance (BOP)' and 'Tuning Prohibited' settings.

● Hardware

- 1 - PlayStation 4 or PlayStation 5
- 2 - Driving Simulator Equipment including Wheelbase, Wheel and Pedals.
- 3 - Highspeed Internet.



● Software

- 1 - Latest version of Grand Turismo Sport (Found in PlayStation Store).
- 2 - Latest version of PlayStation Software.
- 3 - Valid Subscription of PlayStation Plus account.
- 4 - An Active Discord Account (Optional).



● Broadcast

All the races will be broadcast live on “YouTube”.



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MENA Digital Motorsport Vision



Cup Guidelines

This Championship will take part in 2 major phases.

The National Cup organized by Cyprus Automobile Association

This phase is divided into 2 stages.

1. The National Qualifiers

The objective of the National Qualifiers is the selection of the 12 drivers that will participate in the National Final.

2. The National Final

The objective of this single race will be to select the top 2 drivers to participate in the MENA Cup Finals in Amman-Jordan.

The MENA Cup Finals.

This will be held in Amman / Jordan on the 10th – 11th of September 2021. It will be held in an auditorium in front of a live audience.

At the end of this event the MENA Digital Motorsport Champion will be crowned.

