FOOTBALL CONNECTS LIBRARIES.

Young people in Goethe-Institut libraries from 9 different cities playing Pro Evolution Soccer online against each other

CHALLENGES ON THE WAY

- Network Address Translation (NAT): minimum NAT 2 to play online
- PlayStation and Game License: gaining permission for the event

WHAT’S TO COME?

- Strategic game planning
- Communication in German
- League of multiplayer-teams from different countries

WHAT?

- PlayStation console
- PlayStation Network account
- Twitch account
- Moderator
- Photographer and Instagram live video

WHERE?

- Inside or in front of the library
- Player

WHO?

- Players
- Teams
- League

WHY?

- Connecting people of libraries across a country and across borders
- Fast building of the audience with local players and the library
- Combined marketing campaigns increasing the library’s popularity
- Interviews with players allow for story-telling and social media interaction
- Reach a new and different target audience

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