



# FOOTBALL CONNECTS LIBRARIES.

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

## WHY?

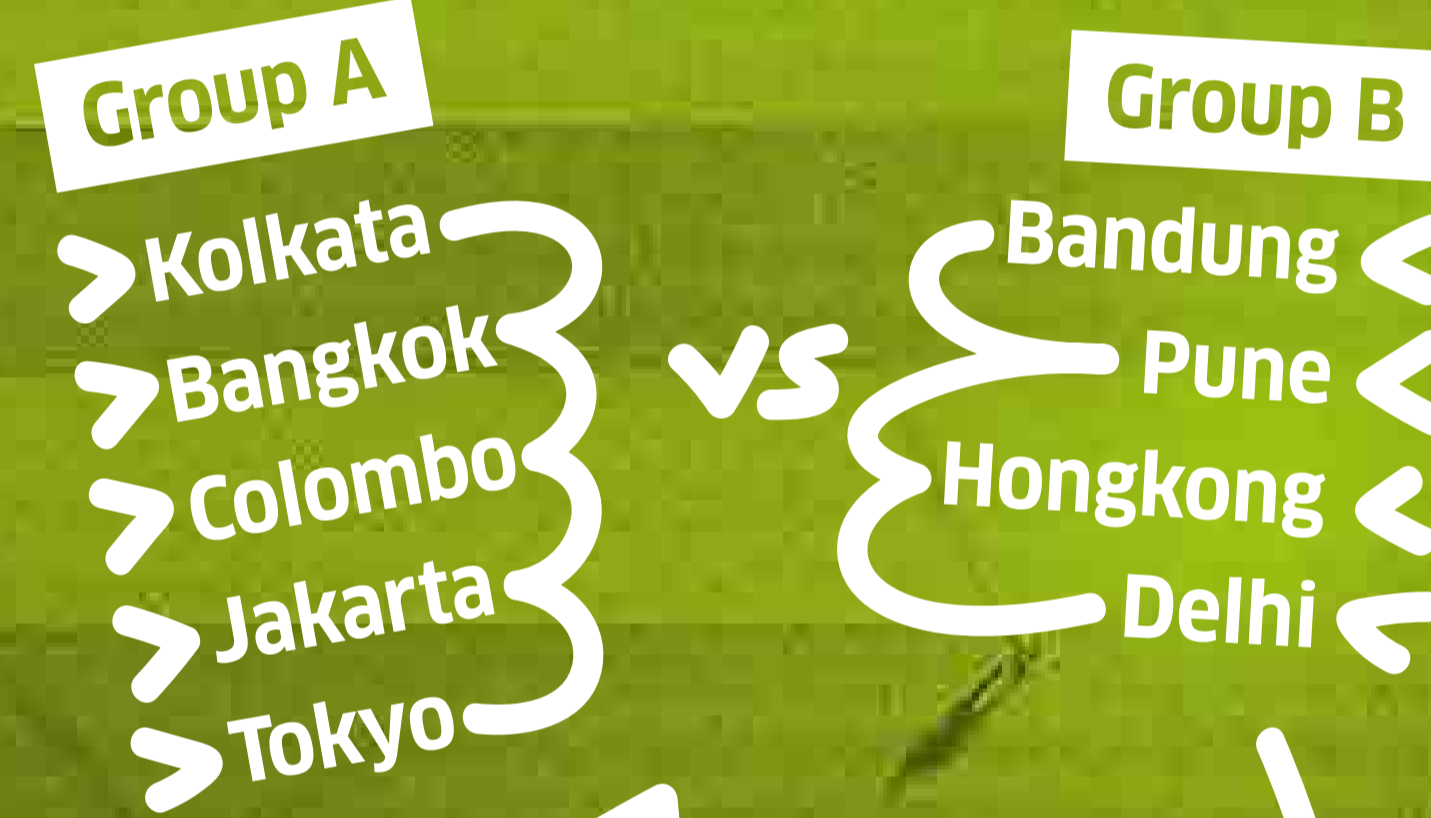
- ✗ connecting a network of libraries within a country & across borders
- ✗ fast bonding of the audience with the local players and the library
- ✗ good visual marketing outcome increasing the library's popularity
- ✗ interviews with players allow for story-telling and social media interaction
- ✗ reaching a new and different target audience

## WHAT?

- ✗ PlayStation console
- ✗ PlayStation Network account
- ✗ PlayStation Plus account (for playing online)
- ✗ Twitch account (for live-streaming of the game)
- ✗ moderator
- ✗ photographer and Instagram live-video
- ✗ public viewing feeling: room, decoration, food & drinks
- ✗ fame & fortune for the winners



## WHO?



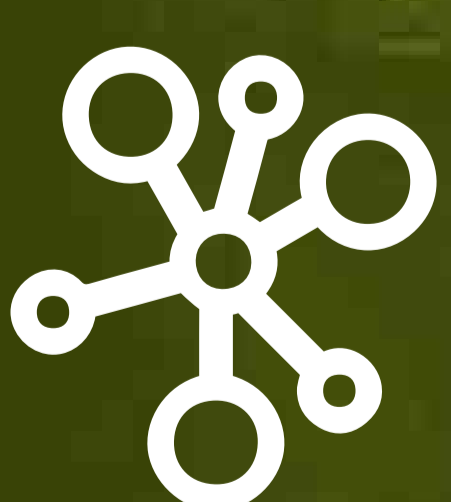
## WHERE?

inside or in front of the library



## CHALLENGES ON THE WAY

## WHAT'S TO COME?



Network Address Translation (NAT): minimum NAT 2 to play online

- ✗ league of multiplayer-teams from different countries
- ✗ strategic game planning
- ✗ communication in German



PlayStation and Game Licence: gaining permission for the event



# GOETHE INSTITUT

Sprache. Kultur. Deutschland.