

ULS SEA Championship: Grand Esports Showdown Stage for the Best Ladies Teams in Southeast Asia



Jakarta, Indonesia Jun 24, 2023 ([Issuewire.com](https://www.issuewire.com)) - The most prominent women-only Mobile Legends: Bang Bang (MLBB) tournament in Southeast Asia, ULS SEA Championship from [UniPin](https://www.issuewire.com), returns this year. Women's best teams from Southeast Asia countries will fight for the champion title in this final showdown from the UniPin Ladies Series tournaments.

As the fastest rising demographic in Asia's growing gaming markets, female gamers are transforming Asia's gaming landscape with ever greater influence on gaming trends and impact on revenue. A recently published report from Niko Partners shows that 95% Asian female gamers mainly focus on mobile games. In response to the rising trend and suggested data, UniPin has been focusing on doing mobile games tournaments in the SEA region, with no exception to female-only tournaments.

ULS SEA Championship, which will be the final showdown for the UniPin Ladies Series will feature the best female teams from each participating SEA countries: Malaysia, Singapore, Indonesia, and Philippines. The qualified teams will be picked from the top two teams from each country. All teams will match-up and the winner will be crowned the queen of the SEA. Apart from being a continuation of the previous season, ULS SEA Championship is being held as a tournament to accommodate the increasing interest of female gamers in pursuing their passion in competitive gaming.

Public interest especially female gamers towards esports are expected to increase in 2023. This encourages the industry players to create even more tournaments to keep up with this increasing number. Debora Imanuella, SVP of UniPin Community explained the importance of UniPin Ladies Series as a tournament initiated by UniPin, as a place for female gamers to hone their skills and show off their

talent.

"Southeast Asia is home to 250 million mobile gamers, with the largest market being in Indonesia which has almost the same number of female gamers as men. However, most of these players have only played mobile games without ever competing professionally. Therefore, women-only tournaments are very important so that women become familiar with the competitive scene. With this, we hope that they become more ready to compete and excel at the national and international level," said Debora.

All UniPin Ladies Series tournaments are available to stream online on UniPin Gaming's YouTube account. Further information and details regarding UniPin Ladies Series can be accessed directly through the UNITY @[unipincommunity](#) Instagram account and UniPin Ladies Series @[unipinladiesseries](#) Instagram account.

About UniPin

UniPin (Universal Pin) is a leading digital entertainment service provider with more than 11 years of experience with 21.4 million active users in 33 countries around the world. Supported by a comprehensive range of payment channels, UniPin provides electronic pins (UniPin Credits) that can be used across a wide variety of games from various game publishers. For more information, please visit <http://corp.unipin.com>.

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