

A blue and white racing car from the Trackmania World Tour 2024 competition. The car features the number "01" on the side, the "UBISOFT" logo, and "THE WORLD TOUR" branding. The background is a blurred racetrack with a purple and blue color scheme.

How Ubisoft Nadeo empowered esports on Trackmania

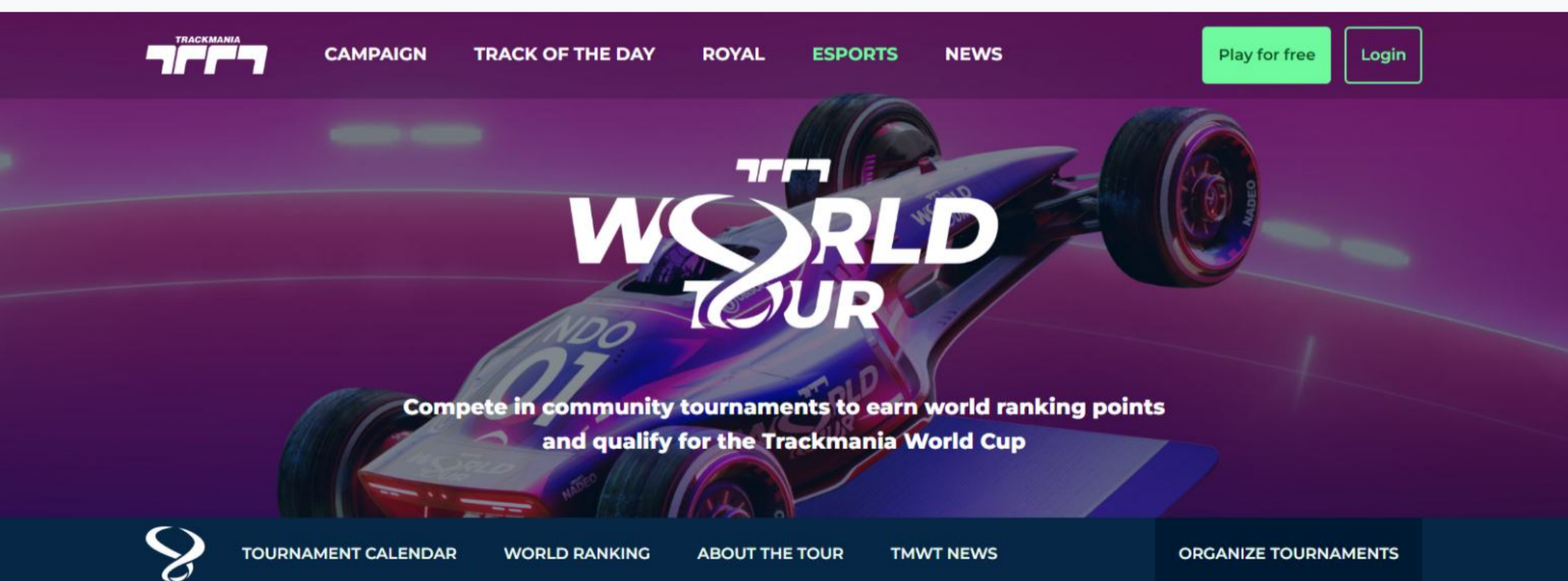
The Ubisoft Nadeo studio called upon Toornament to create the official platform for the Trackmania World Tour 2024 competition. The platform provides a seamless experience for players and integrated tournament management for organizers, all within a fully white-labeled environment blending in the Trackmania universe.

Developing the legacy of Trackmania and its community

The famous Trackmania racing franchise from Ubisoft Nadeo occupies a unique place in the esports landscape. Released in 2003, the game offers a very rich environment conducive to the expression of its players community through the creation of tracks, car skins and the organization of its own tournaments.

Esports has always had an important place in Trackmania, which saw its first World Cup organized in 2006. Since then, Ubisoft Nadeo have supported esports and community initiatives. From 2020 onwards, they organized the official Trackmania World Tour circuit in different formats, from solo races to duo team clashes.

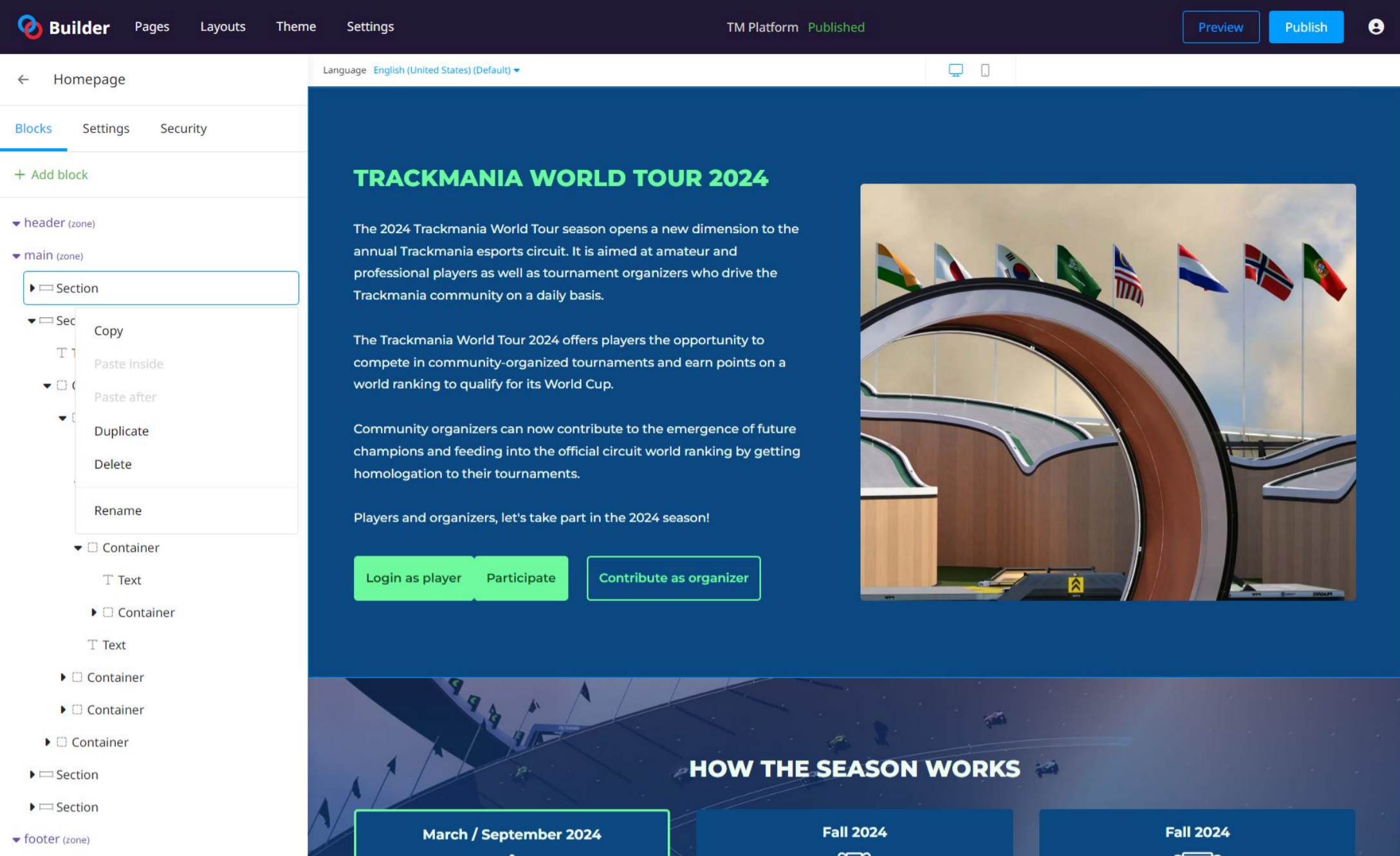
In 2024, the Trackmania World Tour takes a more community-oriented turn with the creation of a dedicated platform developed and managed with Toornament. Players have the opportunity to participate in 1v1v1v1 tournaments organized by the community, and accumulate points in a world ranking to qualify for the World Cup.



TRACKMANIA WORLD TOUR 2024

The 2024 Trackmania World Tour season opens a new dimension to the annual Trackmania esports circuit. It is aimed at amateur and professional players as well as tournament organizers who drive the Trackmania community on a daily basis.





A platform faithful to the game and its history

With such a strong history and identity, the creation of a dedicated Trackmania platform requires great care to adapt to the codes and colors of the game. Thanks to the Toornament website builder, the platform was completely mingled into the design of the [Trackmania.com](https://www.trackmania.com) official website. From colors to menus, buttons and fonts, the entire tournament platform was able to adopt the graphic charter in order to create a seamless user experience.

This mimetization work was also carried out on the mobile version of the tournament platform. Finally, as the Trackmania World Tour is aimed at an international audience, the interface is available in several languages like its parent website. To perfect the symbiosis, the tournament platform is available on the custom domain name <https://www.trackmania.com/esports>.



The player at the center of a successful integration

The adaptation of the tournament platform also focused on the player experience to make it as fluid and integrated as possible. Working hand in hand with the studio and the publisher made it possible to integrate the authentication of Trackmania players on the platform through their UBISOFT Connect account. Thus, no need to create a new account, the players can identify themselves and generate their account on the platform without any effort.

By logging in through UBISOFT Connect, players have their own profile page listing their activity on the platform: complete list of matches and results, participation in tournaments, rankings, social information etc. The Trackmania World Tour 2024 platform becomes a real hub for the players and their competitive practice.

The screenshot shows the Trackmania World Tour 2024 player profile page for 'tweenTM' from Slovakia. The page features a dark blue header with navigation links: TOURNAMENT CALENDAR, WORLD RANKING, ABOUT THE TOUR, TMWT NEWS, and ORGANIZE TOURNAMENTS. The main content area is titled 'PLAYER PROFILE tweenTM Slovakia'. Below this, there are tabs for 'Overview', 'Matches', and 'Tournaments'. The 'Overview' tab is active, showing 'ACTIVITY' and 'MATCHES' sections. The 'ACTIVITY' section lists two tournaments: 'Playzone Challenge ...' (Challenger Tournament, Apr 13, 2024, Vodafone PLAYzone Are...) and 'Gamers Assembly 2...' (Challenger Tournament, Mar 30, 2024 - Apr 1, 2024, Poitiers, France). The 'MATCHES' section is currently empty, with a 'RECENTLY COMPLETED' list showing the top 4 players: mime.cut (1), Lewdis (2), pusztitopako (3), and eLconn21 (4). A '28 more' link is visible below the list.

TOURNAMENT CALENDAR WORLD RANKING ABOUT THE TOUR TMWT NEWS ORGANIZE TOURNAMENTS

PLAYER PROFILE
tweenTM
Slovakia

Overview Matches Tournaments

ACTIVITY All tournaments

Playzone Challenge ...
Trackmania- By PDF Events Challenger Tournament Apr 13, 2024
Vodafone PLAYzone Are...

Gamers Assembly 2...
Trackmania- By FuturoLAN - Drako... Challenger Tournament Mar 30, 2024 - Apr 1, 2024
Poitiers, France

MATCHES All matches

UPCOMING

RECENTLY COMPLETED

	mime.cut	1
	Lewdis	2
	pusztitopako	3
	eLconn21	4





[28 more](#)

	tweenTM	1
	Richie1308	2
	Sheinimi	3
	VUNGU	4



TOURNAMENT CALENDAR

UPCOMING

	April Trackmania ... - By UBISOFT NADEO	Grand Tournament	Apr 28, 2024 Online	64 Players
	Comic Con Baltics - By Comic Con Baltics / Kem	Major Tournament	May 4, 2024 - May 26, 2024 LITEXPO - Lithuanian E...	128 Players
	May Trackmania M... - By UBISOFT NADEO	Grand Tournament	May 19, 2024 Online	64 Players
	Lan ETS - By Lan ETS	Grand Tournament	Jun 28, 2024 - Jun 30, 2024 Palais des Congrès de ...	64 Players

HOW IT WORKS

Tournament calendar regroups all homologated tournaments that have received approval to contribute to the regular season and award points to the world ranking and direct slots to the World Cup.

Tournaments are classified into three categories which designate their importance. Tournaments will distribute points to their players depending on their final position in the tournament, and according to their category.

Learn more about the general rules and how to participate as a player by visiting the following section:

[About TMWT 2024](#)

Organizers must follow a number of requirements to be homologated in one of the three categories and added to the tournament calendar.

Learn more about these requirements and how to be added by visiting the website section dedicated to organizer:

PAST

Facilitate the competitive practice of the game

The collaboration between Ubisoft Nadeo and Toornament made it possible to integrate game options directly into the tournament management tool of the Trackmania platform.

The tournament organizer can generate and control online match servers by configuring a wide choice of game settings. The participants simply use the match link provided to join their server and compete. Finally, once the match is over, the results are updated in the tournament management tool and displayed automatically on the Trackmania platform.

Thanks to this integration, organizers and players alike can organize and participate in Trackmania World Tour 2024 tournaments with ease.



A turnkey tool for specific organizer needs

With the platform, organizers can manage the entire process of organizing their tournament: information, registration, placement, match management, etc.

But, the Trackmania World Tour 2024 brought its own challenge as it requires very specific match formats and tournaments, far from the standards of other esports games. The official competition format requires organizers to manage matches with 4 players and qualification stages with dozen of simultaneous players. Their scores need to be calculated with either points or duration. Furthermore, the organization of Trackmania tournament involves several stages to seed and gradually eliminate players until the final ranking.

These very specific needs were met thanks to the extreme flexibility of Toornament's competition management tool. Indeed, Toornament allows organizers to manage both score metrics, free for all matches and multi-stage tournaments.

By bringing everything together on the same tool, the work of organizers is truly simplified and centralized.

The image shows a screenshot of the Toornament configuration interface. On the left, the 'Track' configuration panel is visible, including a 'Track pool' dropdown, 'Track 1' and 'Track 2' buttons, 'Trackmania configuration' section with 'Shuffle tracks?' (Yes/No), 'Number of winners' (2), 'Points limit' (100), 'Points repartition' (10,6,4,3), 'Respawn behavior' (Default behavior of the gamemode), and 'Rounds per map'. On the right, the 'FFA Custom Bracket' is displayed, showing three rounds of a Free-For-All (FFA) tournament. Round 1 features 12 players: Richie1308, Speedself, Hand_, Babilabilux, Panda.TM., VIINCH., EibidRTM, DRAGONGT., Sheinimi, Anige, Heathcliff_Tm, and T.Moux. Round 2 features 6 players: Richie1308, Sheinimi, VIINCH., Holo099, tweenTM, Panda.TM., Anige, and Speedself. Round 3 is partially visible at the bottom.



SEASON 2024 TMWT WORLD RANKING

Register on the platform and play homologated tournaments to earn points in the World Ranking. At the end of the season, the best 32 ranked players will qualify for the Playoffs and World Cup stages of the Trackmania World Tour 2024.

Rank		Points
1	tweenTM	575
2	eLconn21	500
3	Richie1308	300
3	mime.cut	300
5	Sheinimi.	200
5	pusztitopako	200
7	VIINCH.	125
7	Lewdis	125
9	Hrb099	75

HOW IT WORKS

The world ranking lists all the players having won points during homologated tournaments of the season. Players are ranked from the highest number of points to the lowest number of points won.

The world ranking is updated once a week, on Thursday at the latest.

The calculation of a player's ranking is based on their total points, taking into account:

- All points won by the player during its participation in homologated tournaments from the Major Tournament and Grand Tournament categories and subcategories;
- All points earned by the player during its 5 best performances in homologated tournaments from the Challenger Tournament category.

For more details on the world ranking read the general rulebook:

[Read the rulebook](#)

A complete and inclusive competitive ecosystem

The Trackmania World Tour 2024 offers an inclusive competition circuit, open to players and allowing independent organizers to contribute.

Organizers can request their tournament integration in the competition circuit which will then receive a category based on different competitive criteria. Then, depending on their results in these tournaments, players earn points in the world rankings of the competition circuit.

The Trackmania platform did not require any custom development work to classify the tournaments, give points to players and generate the world ranking. The Tournament management tool natively provides all the functionalities to manage competition circuits and ranking generation in a very flexible way.



Data ownership and management entrusted to the customer

The Trackmania World Tour platform is fully in line with Toornament's policy of creating a white label experience and total separation between its customers. Indeed, the platform has its own namespace, separating all user data from other existing Toornament platforms, including the public one at Play.toornament.com.

This strict separation is accompanied by full ownership of the platform data given to Ubisoft Nadeo. The platform dashboard allows them to monitor the data, manage, edit and export it for their own uses.

The screenshot displays a dashboard for managing registrations. At the top, the title 'Registrations' is followed by a blue button labeled 'Registrations public page'. Below this, a summary row shows five categories: Total (138), Pending (26), Refused (8), Accepted (100), and Cancelled (4). The main section is titled 'List of registrations' with a 'Last update' of '06/09/2023'. It indicates '6 registrations out of 6' and shows a table with columns for 'Status' and 'Participant'. The table lists six entries: Scubrina (Refused), NovaStrike99 (Accepted), TruckChicken (Accepted), Fridame (Accepted), Kirna (Accepted), and Ahriman (Accepted). To the right of the table is a grid of 15 filter options, each with an icon and a label: Battle.net ID, Birth Date, Checkbox, Country, Custom, Epic Games ID, Facebook, Full name, Instagram, Multiple selection, Nintendo Friend code, Optin, Origin ID, PSN ID, and Riot ID. At the top right of the filter grid are 'Refresh' and 'Show filters' buttons.

Status	Participant
Refused	Scubrina
Accepted	NovaStrike99
Accepted	TruckChicken
Accepted	Fridame
Accepted	Kirna
Accepted	Ahriman



Toornament is a complete suite of **powerful cloud-based tools** for organizers, agencies, studios and publishers to **empower their tournaments and leagues.**

Want to discuss your next project?
business@toornament.com

For more information, visit
www.toornament.com

