



Harnessing the Power of Esports

To Reach Millennials and Digital Natives

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Video Gaming & Esports

- Video Gaming is the largest form of entertainment today in terms of revenue
- Esports is driving industry growth
- Esports is a medal sport at SEA Games 2019

\$149B

Video Games
Revenue

2.5B

Gamers
Worldwide

380M

Esports Viewers

References: <https://newzoo.com>





Gaming & Esports: It is a Lifestyle

Way of Life

A large share of millennials and Gen Zs play multiplayer games to virtually socialize with friends and family.

Form of Entertainment

71% of Millennials and 77% of Gen Zs who play games also watch gaming video content – 6 hours a week.

Significant Spending

On average, millennials spend \$112 on games every month (in the US).

Lifelong Gamers

Millennials and Gen Zs are not transient, so they will be lifelong gamers.

Source:

<https://www.nielsen.com/us/en/insights/report/2019/millennials-on-millennials-gaming-media-consumption/>



How can Telcos Harness the Power of Gaming & Esports?

Offer a Special Gamer Internet/Mobile Package

Capture the lifelong gamers today by offering packages with a gaming/esports portal. Engage, connect and monetize the millennial and digital native generations with fan engagement tools such as gaming challenges, esports tournaments, and live streaming. Increase ARPU, loyalty and engagement while reducing churn.

It is time for Telcos to take their rightful place!

Get ready to offer Edge Cloud, End to End Network Slicing and Network as a Service to the gaming industry. The gaming industry relies on the Fiber to Home, 5G and the Edge Cloud to deliver the ultimate experience for gamers. Telcom operators are uniquely positioned to be the gatekeepers of gaming & esports revenue streams.

Thank You

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