Harnessing the Power of Esports
To Reach Millennials and Digital Natives

Presentation by:
Vijai Karthigesu
CEO, Swarmio Media
vijai@swarmio.media
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:
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
Vijai Karthigesu
CEO, Swarmio Media
vijai@swarmio.media