

THE ESPORTS BOOM

In recent years, the growth in professional gaming has been explosive.
Already worth over **\$1 billion**, the market is projected by experts to triple by 2025:

ESPORTS SNAPSHOT

What is esports?



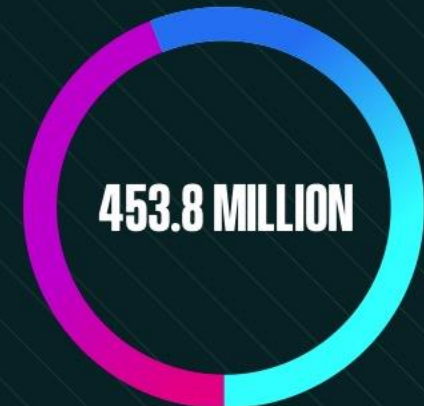
A form of sport competition
using multiplayer video games

2019 Revenue



+26.7% yoy

2019 Global Audience



252.6 million occasional viewers
252.6 million esports enthusiasts

Why telcos must get in the game for the rise of esports

Source: Newzoo

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ESPORTS IS REGULARLY PACKING STADIUMS WITH AVID FANS, SPAWNING NEW PROFESSIONAL TEAMS, AND SELLING MASSIVE SPONSORSHIP DEALS

»»

This boom in esports, and in online multiplayer gaming in general, has created a commercial audience of digital natives that is both young and affluent.

It's a growing segment that sees gaming as a lifestyle, and they see professional esports gamers and personalities as their heroes.

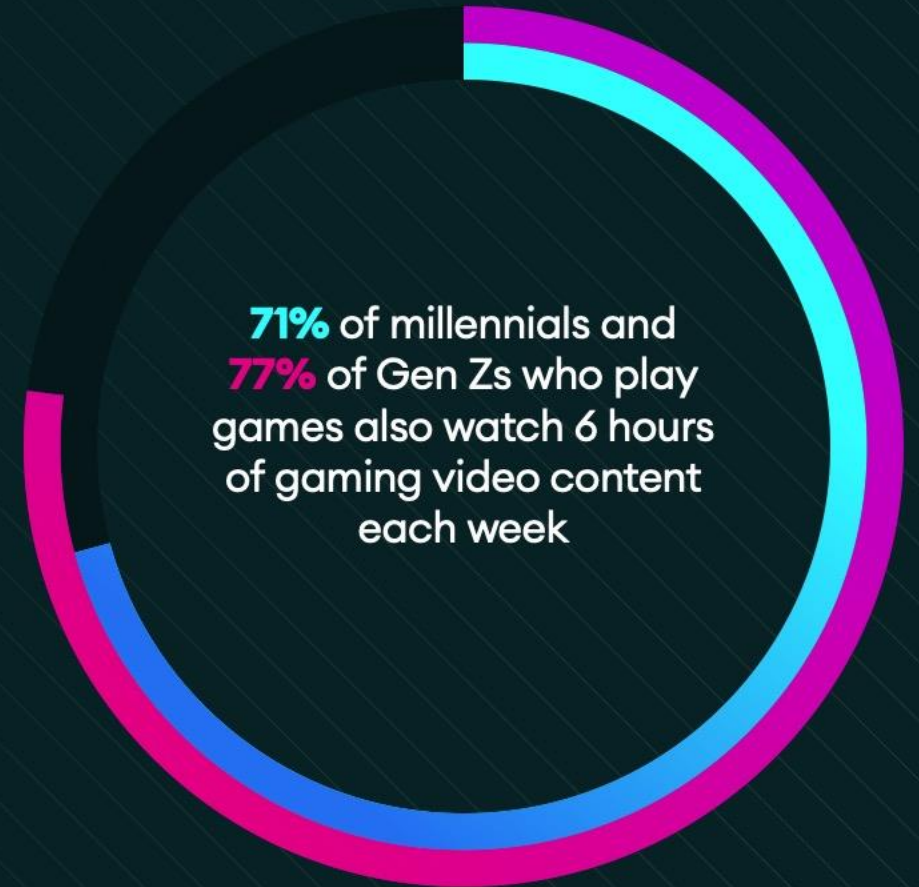
🏠 Why telcos must get in the game for the rise of esports

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THE GAMING LIFESTYLE



On average, millennials in North America spend **US\$111.54** on games every month:



ESPORTS IS ONE THRIVING SEGMENT OF THE

\$139 BILLION

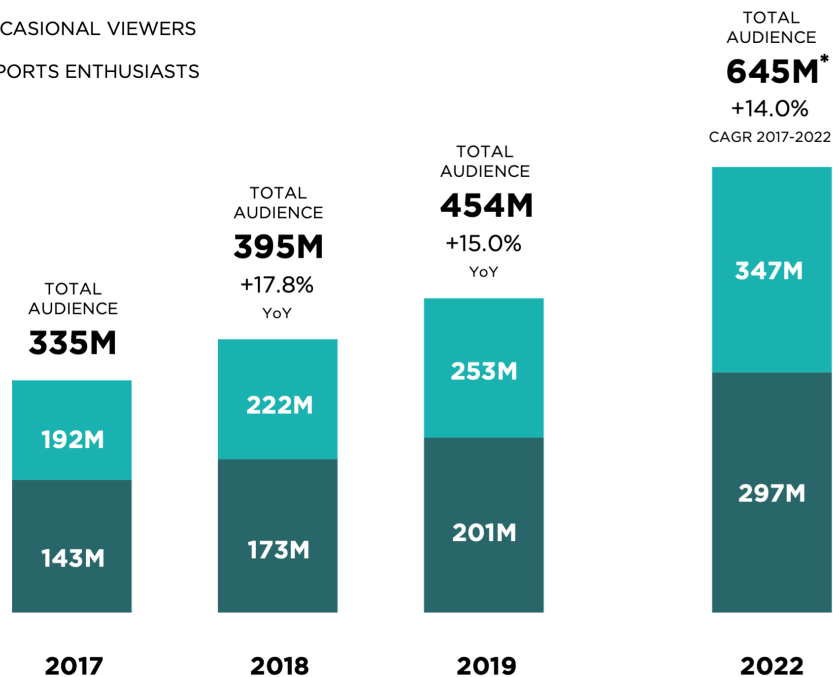
GAMING INDUSTRY THAT CAN PROVIDE TELCOS A
MUCH-NEEDED GROWTH AREA TO BETTER
MONETIZE THEIR INFRASTRUCTURE



ESPORTS AUDIENCE GROWTH

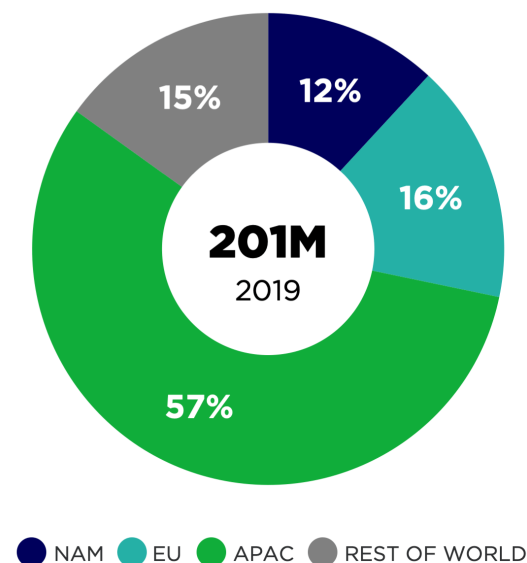
GLOBAL | FOR 2017, 2018, 2019, 2022

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS



*Due to rounding, Occasional Viewers (347M) and Esports Enthusiasts (297M) add up to 645M.
©Newzoo | 2019 Global Esports Market Report

Asia-Pacific will account for **57%** of Esports Enthusiasts in 2019



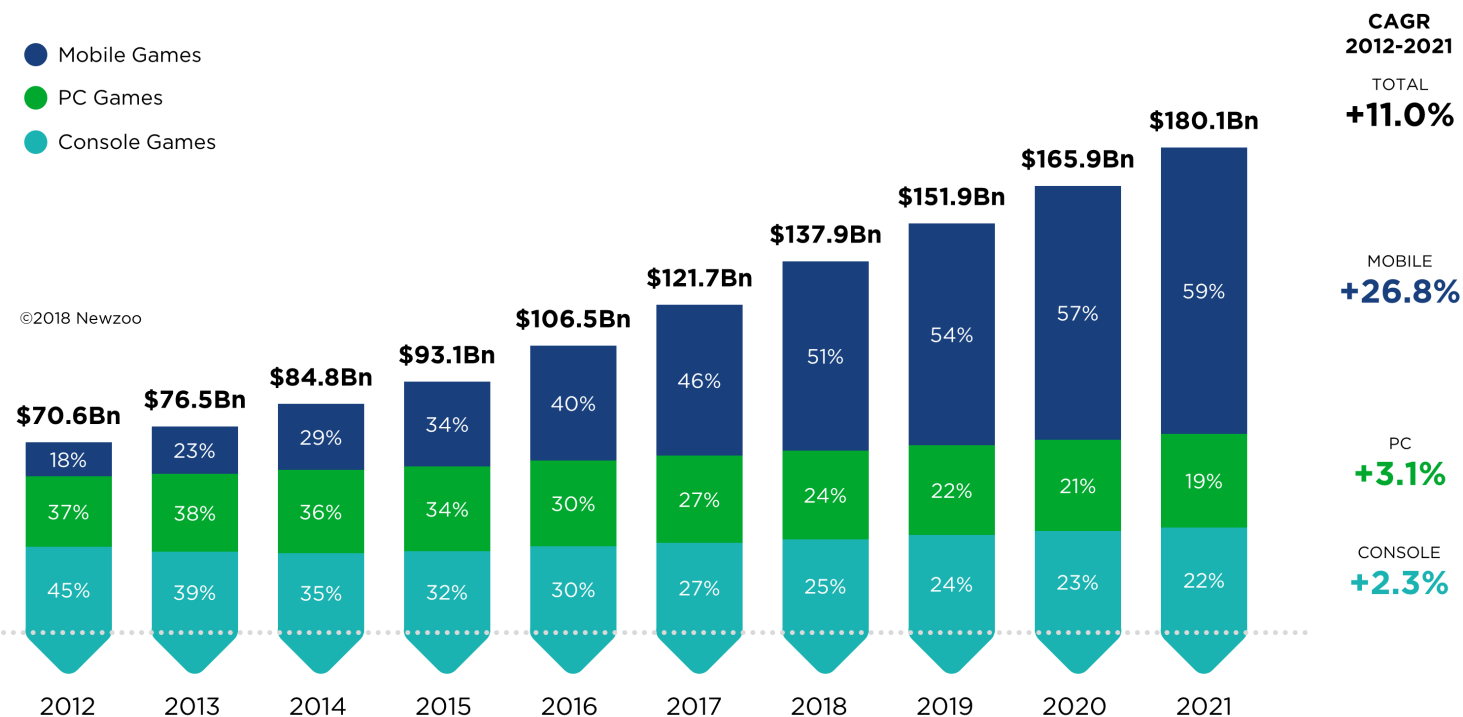


2012-2021 GLOBAL GAMES MARKET

REVENUES PER SEGMENT 2012-2021 WITH COMPOUND ANNUAL GROWTH RATES

- Mobile Games
- PC Games
- Console Games

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Source: ©Newzoo | April 2018 Quarterly Update | Global Games Market Report
newzoo.com/globalgamesreport

newzoo

**“MILLENNIALS ARE SET TO BECOME THE FIRST
GENERATION OF LIFELONG GAMERS”**

- NIELSON

**BUT HOW CAN TELCOS TAP INTO NASCENT MARKET, AND WHAT
CAN THEY UNIQUELY OFFER THIS SEGMENT AT SCALE?**



clipfeed is a **global gaming and esports entertainment company** that powers esports communities with our award-winning technology.

We provide **world-class gaming and esports entertainment** to hundreds of millions of consumers.

clipfeed works with **telecom operators, DTH, ISP and OEM** partners to create innovative and engaging gaming destinations for consumers.



CSGO 186 186



BUILT FOR TELCOS

We enable telcos globally, to tap into the world of esports.

Proud to be recognized as the foremost integrator of esports platforms to telcos around the world.

Carriers trust us to integrate and deliver leading esports platforms.

Your trusted partner in enabling and facilitating esports

Diversifying mobile carrier revenue.

MNOs can think beyond just billing. Esports is a valuable asset you can monetize, creating a new revenue stream. All with maximum data security and GDPR compliance.



FOR MERCHANTS

Enabling merchants to scale faster, with improved experience for their consumers.

Simple onboarding with a modular approach, purpose-built to help merchants expand in new markets.

- **Managed Subscriptions**

Comprehensive subscription management process.

- **Simple Onboarding**

Plug into carrier billing or access our modules with our global connection API.

- **Seamless Experience**

Improve sign-up and conversion rates with our seamless customer journeys.



ESPORTS FOR VAS

Advantages:

- **Quicker approvals**

- **Time to market**

Fast deployment across multiple regions

- **Higher ARPU**

vs other gaming or content services

- **Lower Churn**

Lower user complaints = value for money





Connect, engage and monetize with our innovative and **award-winning** esports destinations.

info@clipfeed.com

<https://www.clipfeed.com/>



ACCELERATE GROWTH

Helping telcos and merchants to grow.

Driving large volumes of traffic from ads is great. But it's the conversion that matters. Stop spending your ad budget on users that are never going to pay when using your service.

Improve retention with user satisfaction.

Powerful remarketing.

Advertise to your key demographic segment narrowed down to those who have paid before. And reduce your paying user acquisition by 3 to 9 times.

Get ahead by advertising to users who are more likely to pay.





Glitch is the leading **Esports SaaS** platform.

Our flagship, award-winning esports platform provides live tournaments, gaming challenges, live chat, rewards and much, much more.

This is a substantial multi-screen service that works across mobile phones, tablets, computers and is compatible with gaming consoles.

FORTNITE



**LEAGUE
LEGENDS**

CS GO

MINECRAFT

**CLASH
ROYALE**

PUBG

FIFA

**ROCKET
LEAGUE**

And many more!





GamesGuidz is our **Gaming Coaching Masterclass**, supporting all the top online games, enabling gamers to learn from the pros and boost gaming skills.

Our SaaS platform provides the **best produced esports coaching** across various video categories, including one to one coaching with targets.

GamesGuidz **helps aspiring gamers** showcase their passions and skills to get in front of sponsors and teams across the globe.



And many more!



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