



“Level Up” Your Esports Engagement

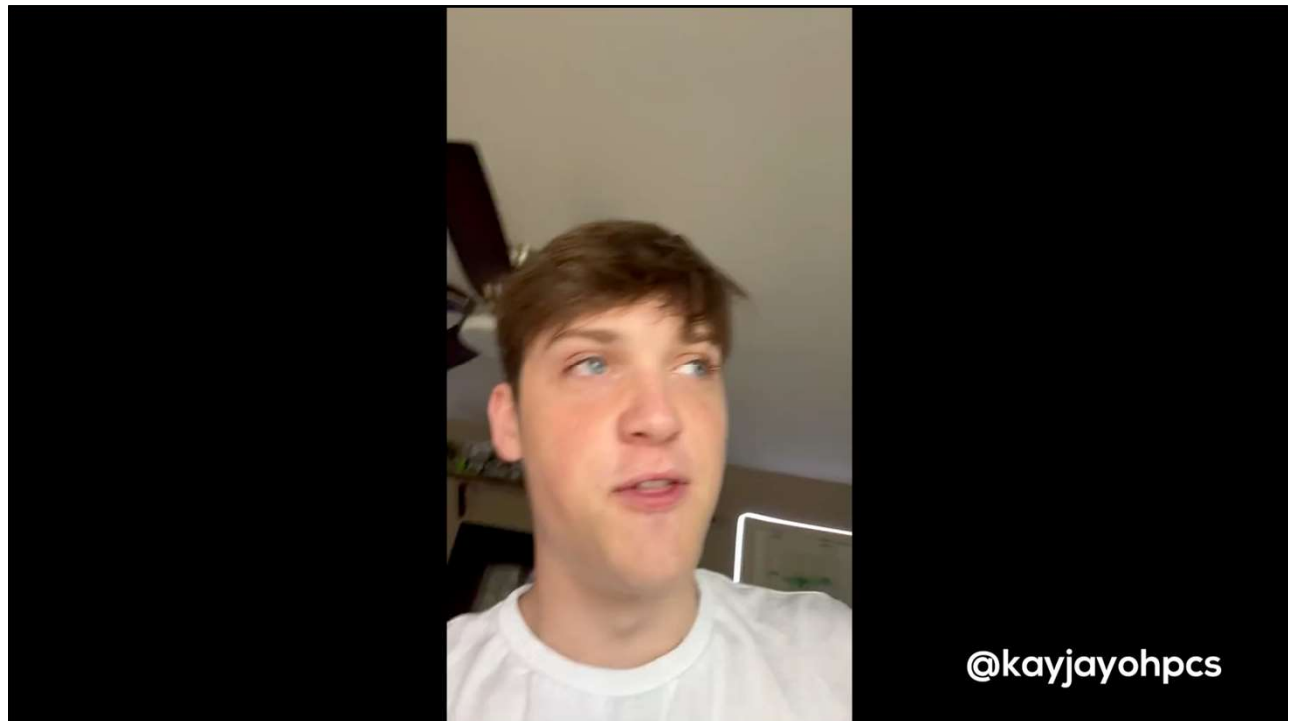


Kaleigh Cox

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WHY PRIORITIZE GAMERS?



Word of Mouth



Spending Habits



Popularity



Workforce Development

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SPENDING HABITS AMONG GAMERS

- **Power gamers** (game 10+ hours per week) have a disposable income double that of non-gamers and spend more than non-gamers across categories
- **74%** of gamers say they would pay more for top-quality media and entertainment products and services
- **85%** say they would pay more for top quality-consumer electronics products and services

Sources: Association of National Advertisers, "The Rise of the Modern Gamer," Morning Consult, "Why Gamers Are More Valuable Than Companies Think," Google/psos MediaCT, "U.S. YouTube Gamers Study, September 2015," Tubular Labs, "Debunking the Typical Gamer."

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GAMING RELEVANCE

- 3.24 billion** gamers worldwide
- 66%** of Americans play video games at least weekly
 - 65%** of American adults over 18
 - 71%** of kids under 18
- 70%** of men and boys
- 62%** of women and girls
- 47%** of gamers are also parents

Sources: Statista, "Number of video gamers worldwide 2021, by region," Entertainment Software Association, "2022 Essential Facts About the Video Game Industry," Google/Ipsos MediaCT, "U.S. YouTube Gamers Study, September 2015."

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OPERATOR INSIGHTS

- **69.8%** say someone in the household plays video games
- **56.5%** of employees say they personally play video games
- **37%** of employees report someone in the household plays video games to compete
- **41.1%** of employees say someone plays video games in their household at least five days a week

Source: Comporium Employee Survey

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LOCAL ISP



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SCALABLE SOLUTIONS FOR BROADBAND MARKETING

Harper BROADBAND MARKETING LIBRARY
The Broadband Marketing Library of Customizable Content



FIBER HOMES
Certifying Homes with Fiber for Real Estate and New Movers



FIBER GAMING NETWORK
Virtual Gaming Events and Esports Engagement



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FIBER GAMING NETWORK
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WEEKEND TOURNAMENT
FORTNITE
JOIN THE FUN AT FIBERGAMINGNETWORK.COM

WEEKEND TOURNAMENT
ROCKET LEAGUE
JOIN THE FUN AT FIBERGAMINGNETWORK.COM

COMMUNITY NIGHT
MINECRAFT
JOIN THE FUN AT FIBERGAMINGNETWORK.COM

The banner features a central logo with a green Wi-Fi symbol above the text 'FIBER GAMING NETWORK' and 'powered by Adtran'. Surrounding the logo are four images: a Fortnite match in progress, a person playing Rocket League on a TV, a Minecraft community night event, and a Rocket League weekend tournament poster. A large, faint game controller icon is visible in the background.

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ALPINE communications

mi·fiber

DT Dumont Telephone

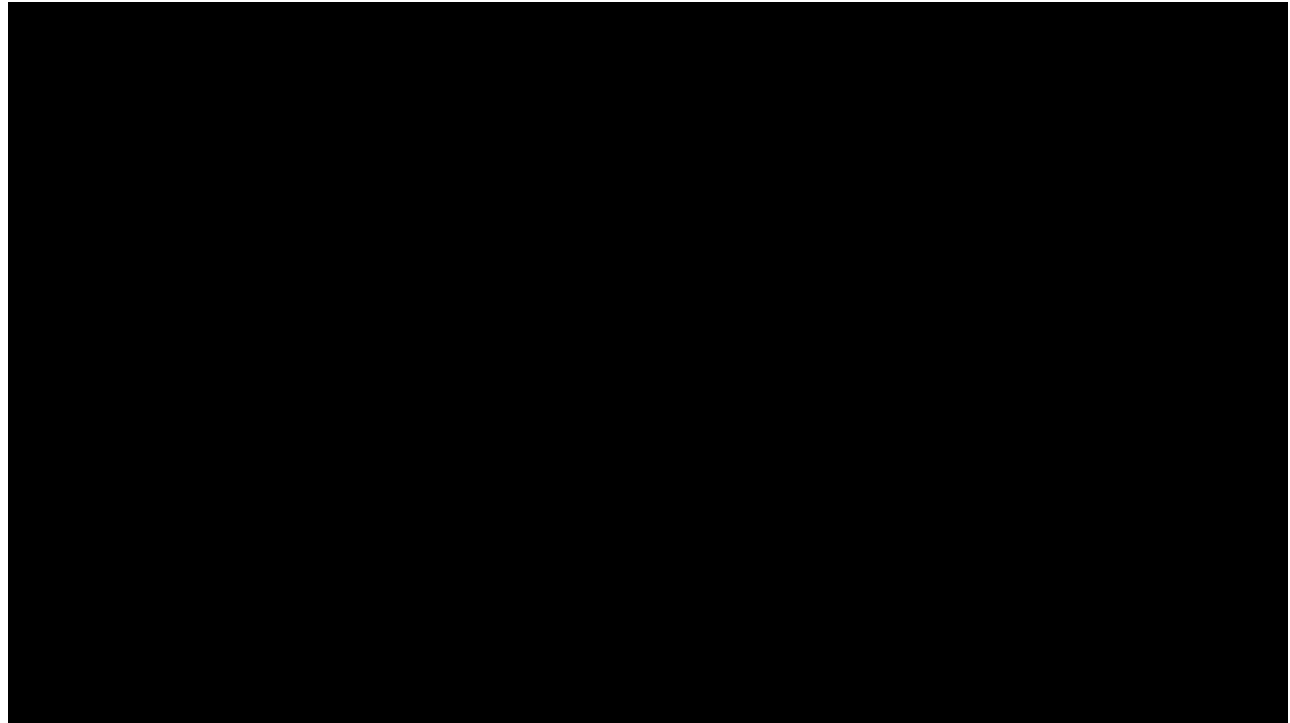
Preston Telephone Company

GRM NETWORKS

SS SOUTH SLOPE

The banner features the Fiber Gaming Network logo at the top center. Below it, a list of partner providers is displayed on the left side, including Alpine Communications, mi·fiber, DT Dumont Telephone, Preston Telephone Company, GRM Networks, and South Slope. A stylized green circuit board graphic connects these logos to a photograph on the right showing two young people sitting on a couch and playing video games. A large, faint game controller icon is visible in the background.

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IOWA CLASH RECAP






















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SUPPORT ESPORTS IN LOCAL SCHOOLS




- Schools with or without existing esports programs
- School board presentations
- Support for schools launching a new program
- Sponsored entry to statewide league
- Esports jerseys
- Access to FGN virtual events



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LEVERAGE COMMUNITY PARTNERS

- Game Stores, Card Stores, Hobby Stores
- Local Restaurants
- High Schools and Colleges
- Parks and Recreation Department



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FINAL TAKEAWAYS


- ISPs need to prioritize gamers
- FGN provides ongoing events in a family-friendly online environment
- Billing integrations allow for authentication and targeted messaging
- FGN helps ISPs leverage school and community partnerships



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SCHEDULE A DEMO



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