



"Level Up" Your **CX** for Gamers

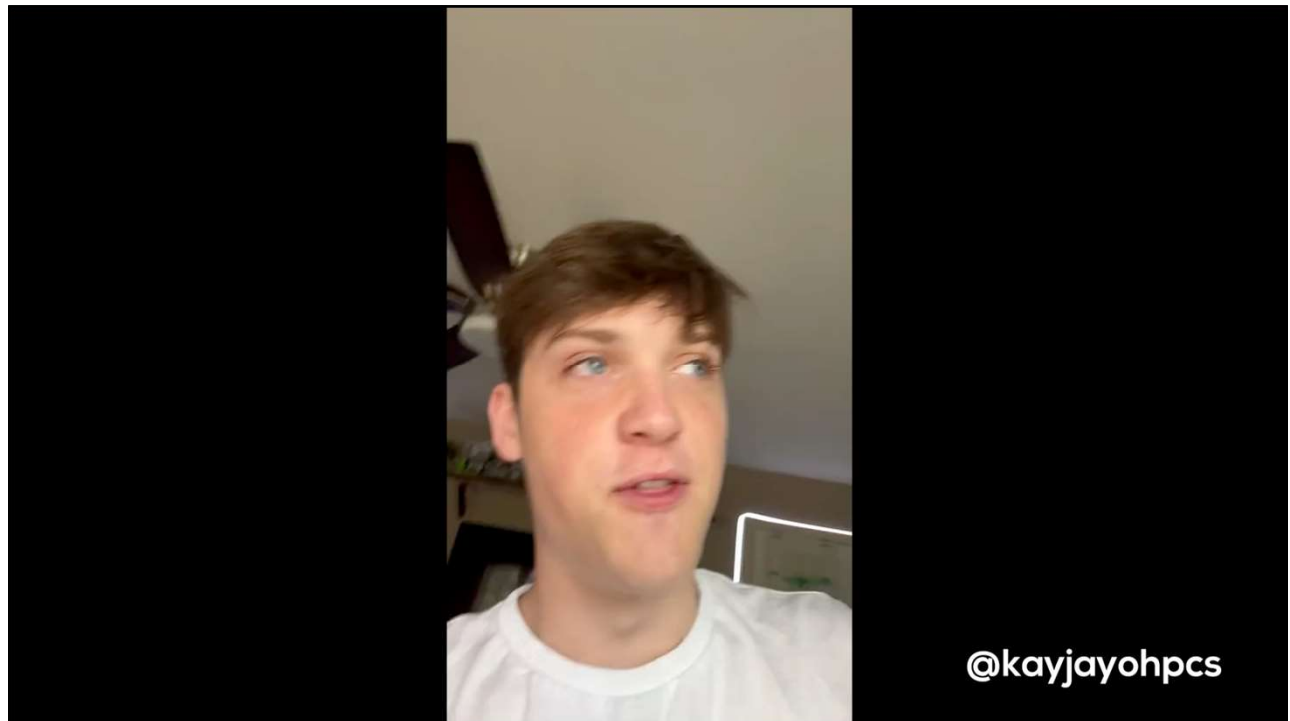


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Nov. 2, 2023



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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/Ipsos 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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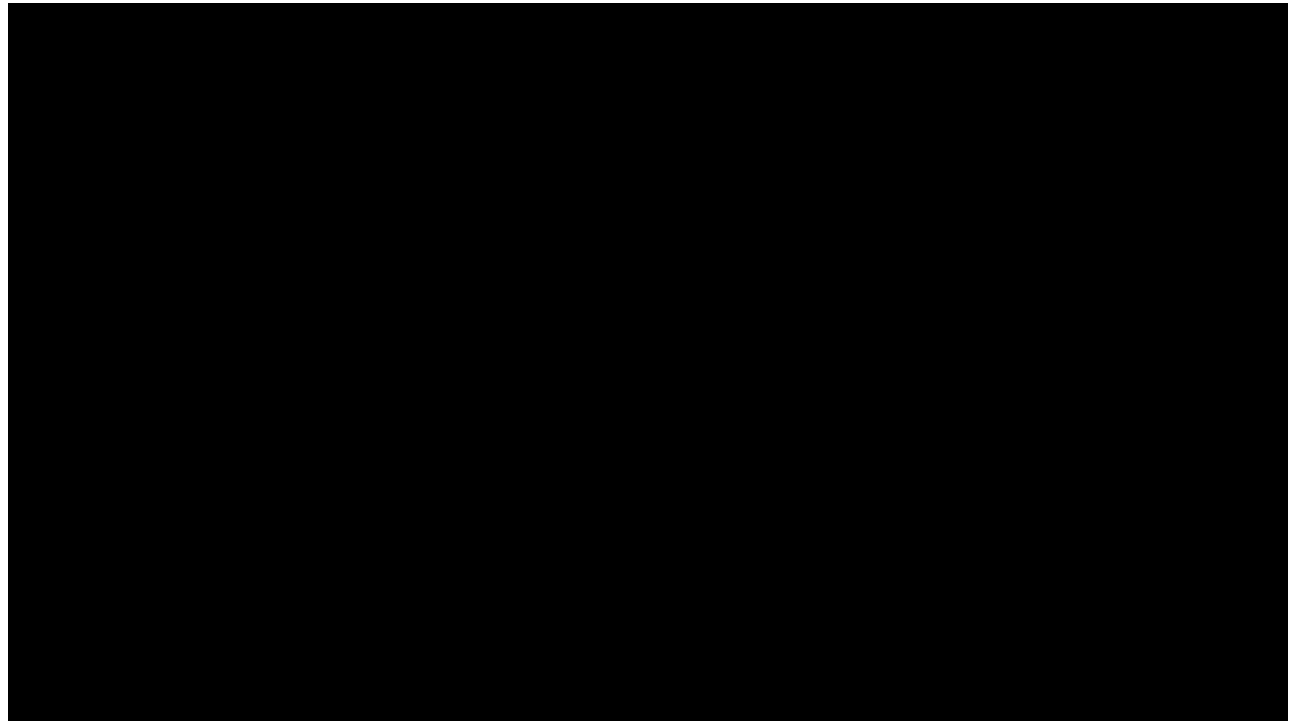


STREAMING HABITS AMONG GAMERS

- **More people watch gaming videos and streams** than HBO, Netflix, ESPN, and Hulu combined
- **30 million** daily visitors to Twitch
- **2.5+ million** people watching Twitch right now
- **500+ million** a day watching YouTube Gaming content
- **2 trillion** view of YouTube Gaming content in 2022 alone

Source: SuperData Research, summarized by PCGamer. Backlinko, "Twitch Usage and Growth Statistics: How Many People Use Twitch in 2022?" Hollywoodreporter.com, "YouTube's Head of Gaming Outlines Exclusive Creator Deals, Strategy Under New CEO."

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FIBER GAMING
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SUPPORT ESPORTS IN LOCAL SCHOOLS






- Free resources and live webinars in Vanta's scholastic esports experts
- Exclusive discounts for professional development resources and training for esports coaches
- Team sponsorship packages including
 - Access to compete in National Scholastic Esports League
 - Team coaching sessions
 - Custom-designed esports jerseys
 - Regional tournaments with other schools
- Access to **FGN Collegiate Network**, providing resources for parents and students to research esports scholarship opportunities and connect with collegiate recruiters

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IDENTIFYING OPPORTUNITIES



**School
Engagement**



**Workforce
Development**



**Driving
Revenue**

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FINAL TAKEAWAYS



- Prioritize Gamers
- Add Real Value
- Reach Them Where They Are
- Partner with Schools
- Don't Forget Your Employees




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