



ESPORTS IN THE AGE OF COVID-19

WEBINAR | MAY 13, 2020

BIA

ADVISORY
SERVICES

Welcome Everyone

WEBINAR HOSTS

- **Rick Ducey**, Managing Director, BIA Advisory Services
- **Mitch Oscar**, Director, Advanced TV, USIM and executive industry advisor to BIA Advisory Services



**Rick Ducey, Managing Director
BIA Advisory Services**



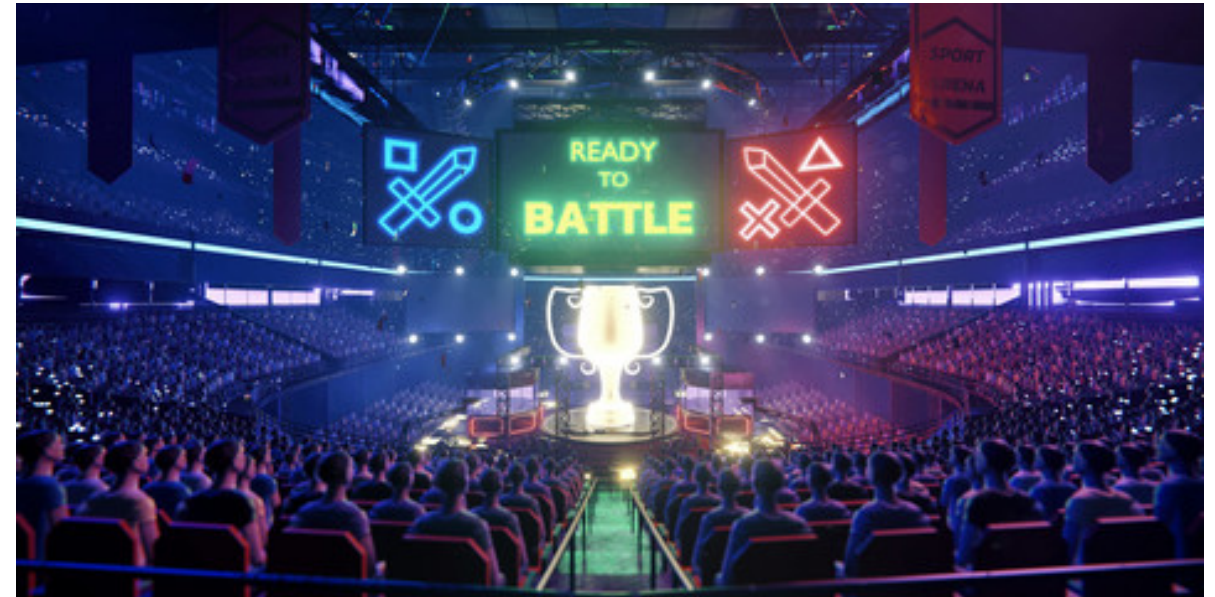
**Mitch Oscar, Advanced TV
USIM and BIA**



BIA's Esports Overview

Esports has athletes too. And, they are ready to Battle!

- **From a local media perspective, esports is a particularly promising as a new platform to drive incremental advertising revenue.**
- Esports is a video game-based platform in which players compete on teams in a growing assortment of locally based leagues and in local forums.
- The distinction is that instead of live physical games, esports contests are among live contestants but competing online in virtual gaming environments.
- Esports athletes can compete anywhere but the bigger events are venue-based just like an arena-based major league sporting event.



BIA's POV on Esports Opportunities for Local Media Entities

Esports is an adjacent market for local media companies, something to consider.

Esports is a timely topic as the local media industry wrestles with secular shifts in audience fragmentation and shifts across different platforms, devices and types of content.

Esports is offering:

- Fast Growing Audiences
- Hard to Reach Demos
- Incremental Revenue Streams
- Location-Based Leagues



What can we expect next? Let's meet our guest panel.

Welcoming Today's Speakers



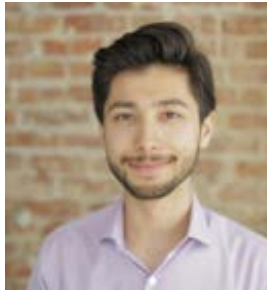
Lori Burgess
COO
Beasley XP



Ben Paro
Esports Specialist
MRI-Simmons



Chris Blakely
SVP Digital Media
Comscore



Zach Oscar
Assoc. Marketing Mgr
Simulmedia



Paul Wright
Sr. Dir. Digital Media
Comscore

Zach Oscar Simulmedia Video Gaming and Esports

Please email Zach for a copy
of the slides he presented
on the webinar:

zoscar@simulmedia.com



Lori Burgess
COO Beasley XP
Video Gaming
and Esports



BEASLEY

XP



VISION FOR BEASLEY ESPORTS

Beasley Esports is the newest division of Beasley Media Group – a legacy media company largely rooted in the radio space.

BMG diversified into esports in Fall 2018 and committed to creating high-quality, cross-platform content for next-gen consumers interested in video games and esports.

From our CheckpointXP brand that covers the news and opinions fueling the gaming industry, to the increasingly hot collegiate space with CheckpointXP On-Campus and now the Houston Outlaws—our professional esports Overwatch League Team, we have our finger-on-the-pulse of the entire esports and video gaming ecosystem.

Our content creators, players and personalities have the ability to leverage their influence, popularity and expertise on behalf of brands interested in aligning with GenY & Z consumers in this hottest segment of the sports entertainment industry.



WHY ESPORTS

"BY 2021, ESPORTS WILL HAVE MORE VIEWERS IN THE US THAN ALMOST EVERY SPORTS LEAGUE."



BEASLEY

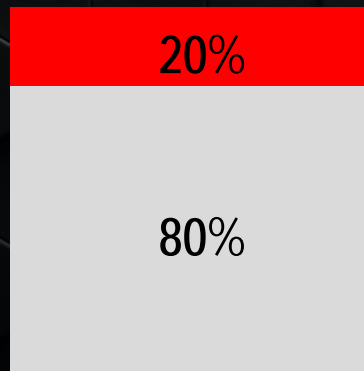
XXP

"THERE'S NO STOPPING ESPORTS"
GOLDMAN SACHS

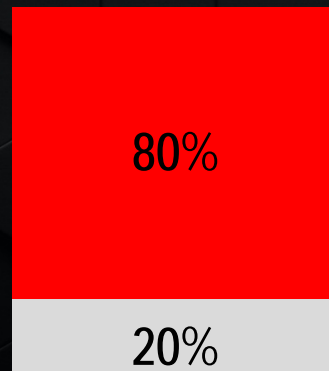
WHY ESPORTS

TRADITIONAL SPORTS VS ESPORTS VIEWERSHIP

 Digital
 Linear



Traditional Sports



Esports

BEASLEY

XXP

79%

Esports audience under age 25

Source: Goldman Sachs Esports Report, October 2018

WHY ESPORTS

Esports sponsorship revenue is expected to grow to \$1.1B by 2022.

NFL and NBA sponsorship revenue in 2018 was \$1.4B and \$1.1B, respectively.

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XXP

T-Mobile



airbnb



Red Bull



Mercedes-Benz



State Farm

amazon



LOUIS VUITTON

Coca-Cola



mastercard

BeasleyXP

The newest division of Beasley Media Group

- Diversification Plan to reach the next gen consumer thru media.
- Connect gamer with major brands via our multi-platform content offerings .
- Deliver high quality, cross-platform content for consumers by catering to esports leagues, players, streamers and fans—and the games & music that capture it all.



BeasleyXP

Continues to build...

-
- **September 2018:** BMG purchased CheckpointXP
 - **April 2019:** BMG invested in the Renegades franchise
 - **September 2019:** Launched CheckpointXP On Campus—the voice of collegiate esports, by students for students
 - **November 2019:** BMG strengthened the company's commitment to esports with the acquisition of the Houston Outlaws
 - **January 2020:** Launched CheckpointXP—Local across (30) stations sites

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CHECKPOINTXP[®]

- BMG acquired CheckpointXP and embarked on rapid expansion to grow our esports footprint and credibility
- Syndicated radio show on 70 stations across the USA and Canada
- Now a multi-platform brand with content on YouTube, Twitch, CheckpointXP.com, Radio.com and several esports lifestyle driven podcasts
- Serves as the voice of esports and video gaming—covering the news and opinions that capture the wide range of emotional, sometimes polarizing perspectives from the industry's fans, players and game developers



2020 Lineup

CHECKPOINTXP[®]

AOE (All of Esports)

We break down the biggest topics of the day in the world of gaming; major breaking news, a controversial Top 10 list, or an Op Ed piece on new releases; if it's important to the esports community it's covered

CheckpointXP On Campus

With student hosts from UNLV, we partner with schools, clubs and collegiate programs across the country to talk about everything from scholarship to curriculum to life on campus; mixing news, interviews, opinion and lots of fun

CheckpointXP Radio Show and On Demand

If you miss an episode of our syndicated radio show you can listen to it anytime at CheckpointXP.com

LTAG (Let's Talk About Gaming)

Late night TV meets video games; the humor and fun in the world of gaming. Guests will join our host "on the couch" for interviews and games, improv and more (Q2 start); ICYMI – get this podcast

The Other Identity

CheckpointXP host Robbie Landis is joined by Marvel veteran Ben Morse to talk about comic books and the culture surrounding them. They cover the Marvel cinematic universe and the animated shows and movies we grew up with

The OWL'S Nest

CheckpointXP Overwatch expert Robbie Landis and Blizzard's caster, Jake Lyon talk about the Overwatch League; major roster moves, changes to the game, tournaments and the world of competitive Overwatch

CheckpointXP AFK

CheckpointXP AFK is a gaming lifestyle, entertainment, news, and conversation show; from cosplay to consoles we cover everything you care about when you're away from the keyboard

AUDIENCE CHECKPOINT XP[®]

Content targets the most passionate, hard core and interested consumers that are propelling esports and the gaming industry forward

- Hardcore competitor — who loves the thrill of victory and the agony of defeat whether it's in games they are playing or watching others play
- Occasional social player — who enjoys watching video gaming, esports and gaming lifestyle related music, TV and movies
- Lapsed gamer — who may have hung up their controller (for now) but still lusts for the game and all they are missing

Our audience ranges from 12-65:

- Teens dreaming of making it –as popular streamers
- Collegiate and Pro Players
- Super Fans
- Target 30-65 demo who still play, have kids that play – and keep pace



CHECKPOINT XP ON CAMPUS



- Brand Extension in September 2019:
- The Voice of Collegiate esports & video gaming — by students, for students.
- Varsity and club esports tournaments
- College curriculums focused on gaming, STEM
- Esports and the collegiate lifestyle
- Collegiate esports scholarship programs

Goes behind the scenes with professional and student journalists; covering players, coaches, students, fans and thought leaders.

Covers collegiate tournaments, team training regimens, school rivalries, scouting reports, pro recruitment news and more.

Capturing the growing academic curriculums colleges are creating for future career readiness



March 2019: Invested in one of North America's premier multi-gaming esports organization—to walk-the-walk

Featuring professional players and teams in the world's largest competitive games.



AN ESPORTS TEAM
WITH THE SOPHISTICATION OF
A LARGE MEDIA COMPANY



H O U S T O N
OUTLAWS

November 2019: BMG Purchased the Houston Outlaws



- 🏆 One of 20 city-based Overwatch League teams
- 🏆 Created by acclaimed publisher Activision Blizzard
- 🏆 Designed for engaging gameplay and 'spectacular' experiences
- 🏆 Overwatch breeds values and positivity; qualities that endear the game to its fanbase



H O U S T O N
OUTLAWS

ALIGN WITH ONE OF PRO SPORTS YOUNGEST AND MOST POPULAR TEAMS, LEAGUES AND PLAYERS

OVERWATCH

think "Football"



100+ 'Game of the Year'

Awards

50+ million players globally

91 average Metacritic score

Played in 190+ countries

OVERWATCH

think "NFL"



the world's first...

Global, city-based esports league with a home and away format

Live esports event to air on ESPN's flagship network in primetime

Esports league to adopt AMA as a key uniform viewership metric

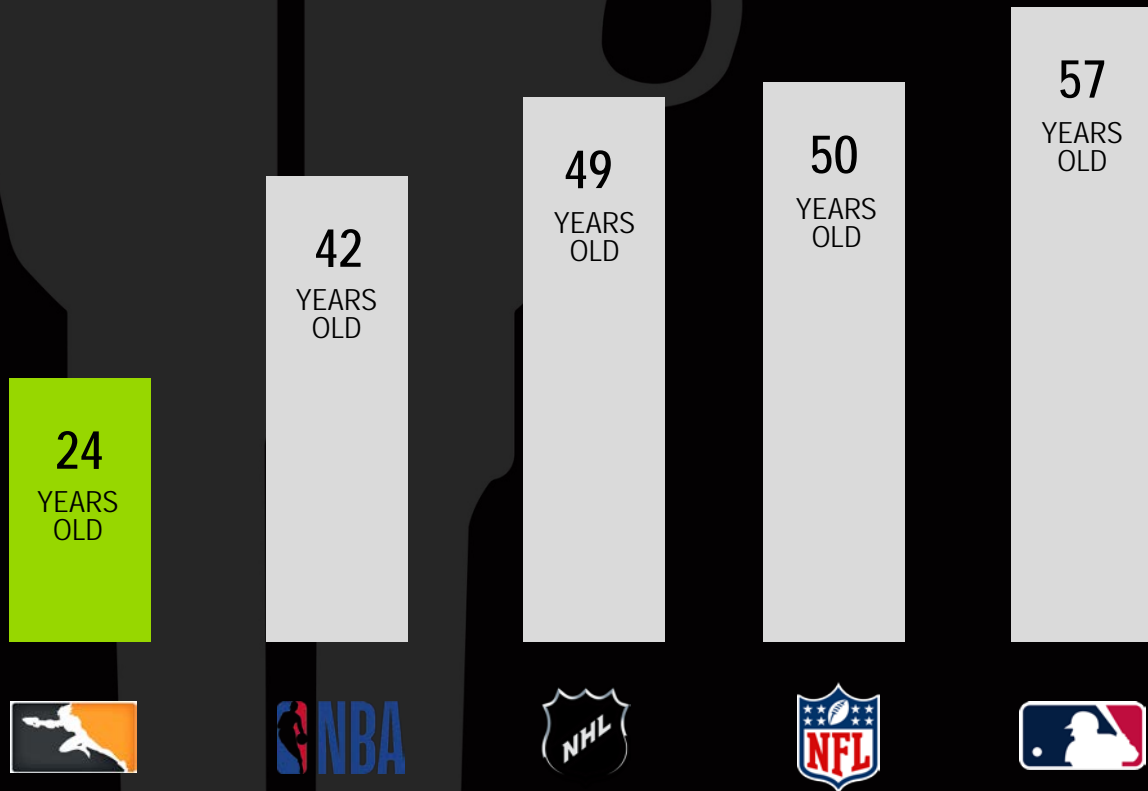
Esports championship over broadcast on ABC



H O U S T O N

OUTLAWS

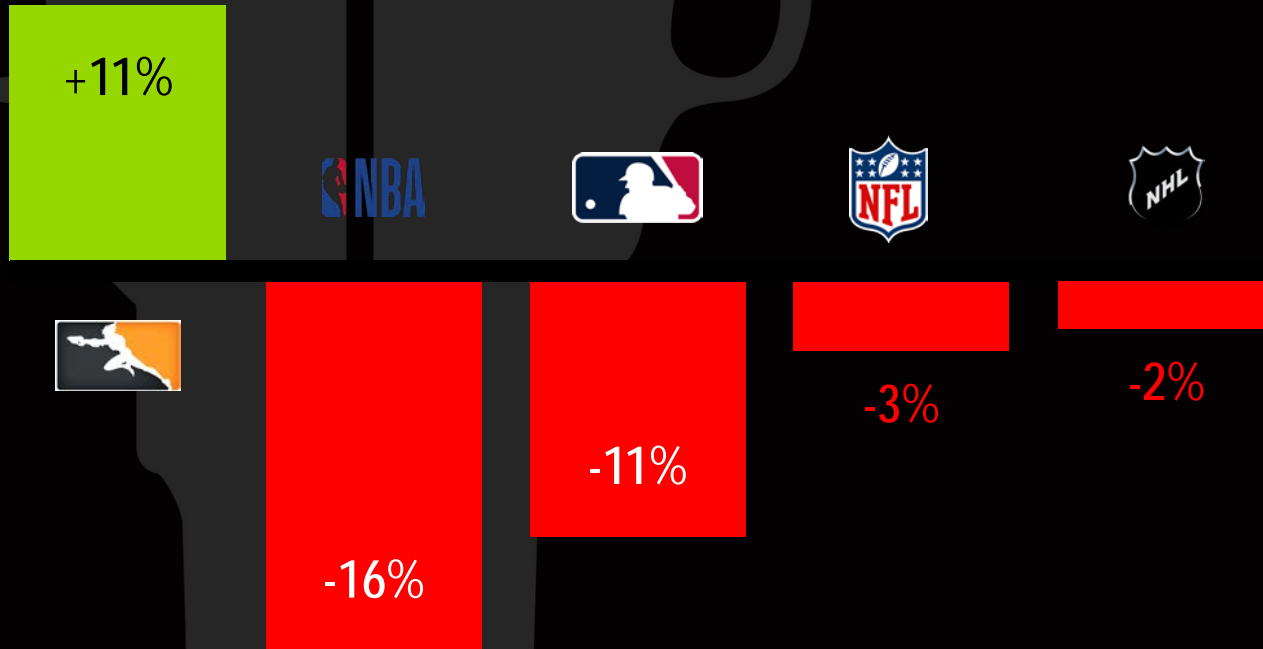
OVERWATCH FANS ARE YOUNGER THAN FANS OF OTHER SPORTS



H O U S T O N
OUTLAWS

"OVERWATCH: ONLY SPORT
TO BE UP YEAR OVER YEAR IN
THE 18-34 AGE DEMO."

NIELSEN

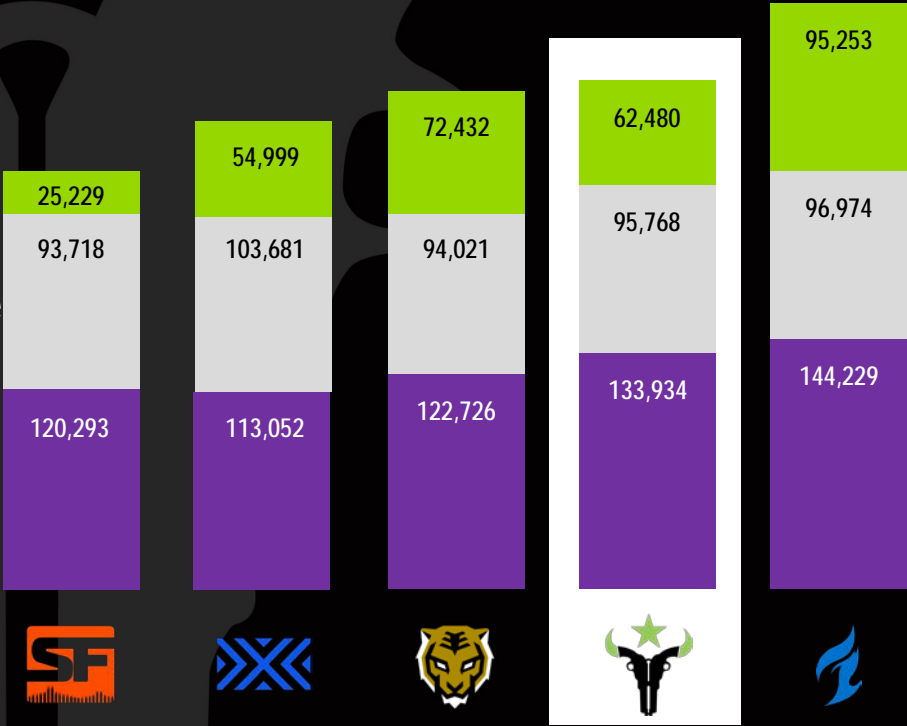


H O U S T O N
OUTLAWS

*Traditional sport viewership numbers from Nielsen
Sports September 2019 Overwatch League data compiled by
Nielsen Source: Nielsen third party reporting*

Social Media Engagement

- YouTube Subscriber
- Instagram
- Followers
- Twitter Followers



H O U S T O N
OUTLAWS

Sponsorship Opportunities

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- We deliver highly targeted opportunities to advertisers and sponsors seeking alignment with video gamers and esports.
- Opportunities to seed brands into gaming culture & lifestyle, the gateway to reaching next-gen consumers throughout the USA
- Content Sponsorships leverage personalities, players and expertise across platforms
- Sponsored content
- Branded content
- Live Reads
- Mobile messages
- Tutorials
- Podcasts
- Video Episodic Series
- Esports Minutes – national & local radio spots
- Breaking New Segments on Twitch
- Pre-Roll Sponsorships
- Social Media Posts & Influencer campaigns
- Audience extension programs reaching gamers

CHECKPOINT
XP

CHECKPOINT
XP
ON CAMPUS

HOUSTON
OUTLAWS

RENEGADES

Sponsorship Opportunities



LOGO & IP RIGHTS



PLAYER RIGHTS & APPEARANCES



DIGITAL BRANDING



SOCIAL & VIDEO CONTENT



JERSEY LOGO PLACEMENT



HOME GAMES & EVENTS



H O U S T O N
OUTLAWS

Sponsorship Opportunities

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XP

Product Placement & Endorsement—across all platforms

- Studio Naming Rights
- Outlaws Practice Facility & Content Studio
- Renegades/Game Time Training Facility Naming Rights

Events

- Stadium-sized events/Homestands
- Pro, College and Amateur Events & Tournaments
- Mall Events & Watch Parties
- Intimate Meet & Greets for fans and trade
- Guest Appearances
- In-store activations with branded promo signage
- Tutorials
- Charity Tie-ins

Product Licensing, Contests & Sweepstakes

- National and Local Contesting
- Customized Merchandise



BEASLEY XP

Some reasons brands
are diving in:

- Hard-to-reach demo
- Affluent audience
- Time spent with the medium
- Can avoid ad blockers
- Audience engagement level
- Hottest sports entertainment industry on the planet





BEST HOMESTAND IN THE LEAGUE

Location

Revention Music Center, Houston

Date

February 29-March 1

Attendance

2,898

NPS

71



• Ben Paro

Director, Emerging
Category Sales
Sports and Esports
Specialist,
MRI-Simmons

Please [click here](#) to
view Ben's deck.



Chris Blakely

SVP, Digital Media,
Comscore



Paul Wright

SR. Director, Digital
Media, Comscore



Please [click here](#) to view Comscore's presentation.

Conclusions

- Esports is becoming more broadly accepted as a legitimate media platform with high growth spending potential in paid media advertising and sponsorships from leagues, teams, venues and distributors.
- It's also showing high audience growth rates, particularly in younger demo groups that are hard to reach elsewhere.
- While it is a complex ecosystem, it is worth figuring out and determining priorities for entering and participating in the parts of this market that look to make the most sense.
- BIA is here to help you assess the opportunity. Contact us at info@bia.com if you'd like to set up a time to discuss further.
- **And, enjoy a complimentary report: <https://bit.ly/BIA-EsportsPaper>**



Examples of How Our Clients Work with BIA Advisory Services

In esports or other areas our goal is to help you achieve your business goals.

We can help with assignments such as:

- **Corporate positioning and branding:** We'll create thought leadership, content marketing pieces for lead gen and engagement.
- **Corporate briefings:** Provide informative and actionable briefings on market conditions for Board, C-suite, division heads
- **Market sizing and projections:** Prioritizing and directing resources, business modeling, opportunity assessments.
- **Sales planning and strategy:** Budget forecasting scenarios, analyzing performance of product mix, direct and channel strategies.
- **Competitive intelligence:** Insights into what your competitors doing and how they compare to your current, planned strategies.
- **Product strategy and road mapping:** Customer segmentation, use cases, product evolution, product margin analytics, trends.
- **Strategic planning:** Lead strategy planning sessions and initiatives with facilitation, presentations, SWOT analyses, etc.
- **Investment and M&A:** Due diligence on potential investors, acquirers or acquisition targets, company and sector briefing books.

