



“Level Up” Your **CX** for Gamers



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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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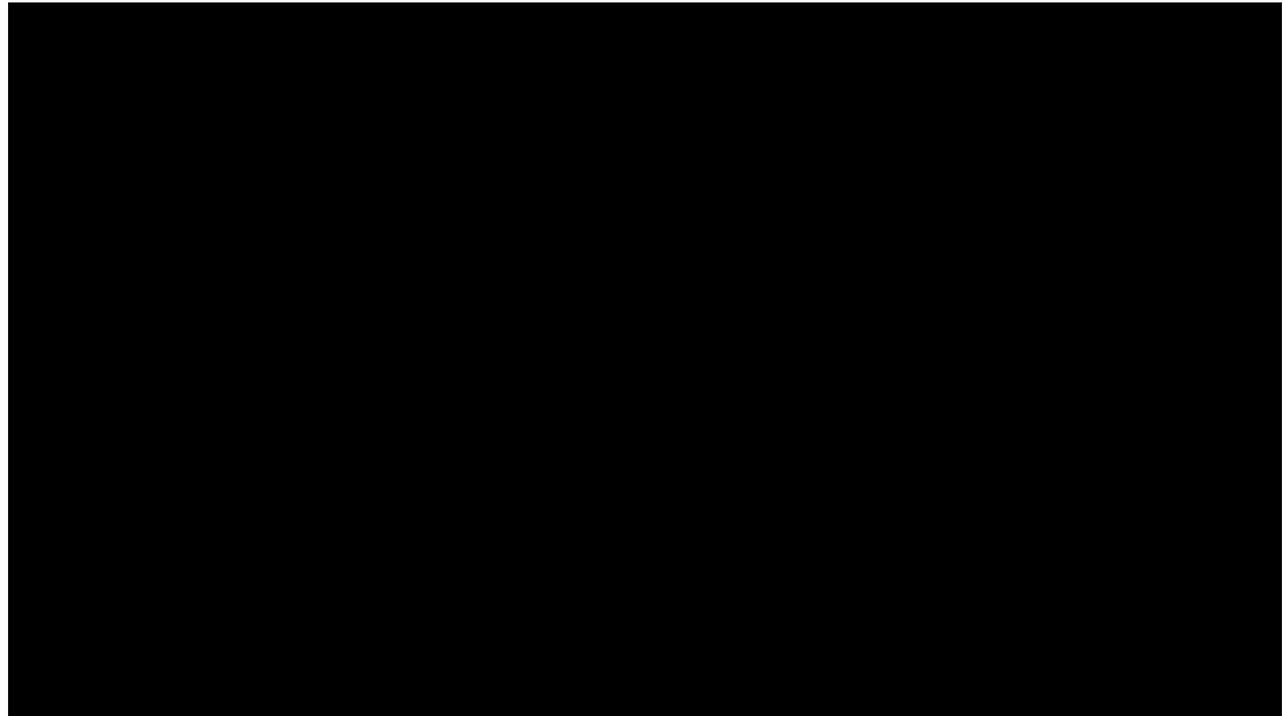
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STREAMING HABITS AMONG GAMERS

- **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 NETWORK
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Logos of fiber providers: Adams Fiber, Alpine Communications, Astac, Bluepeak, BTES, CoastConnect, CTC, DirectLink, DFN, FPUA.net, gosemo, HCTC, Lit Fiber, Mountain Telephone, NEMR, Nex-Tech, RTC, TCT, TCW, Twin Valley, VNET, VTX Internet, WTC Fiber, WWest.

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FIBER GAMING NETWORK
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Event posters and images: Rocket League TOURNAMENT, SUPER SMASH BROS TOURNAMENT, MINECRAFT COMPETITION, and a photo of a person gaming.

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FIBER GAMING NETWORK
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A grid of logos for various fiber providers including Adams Fiber, Alpine Communications, ASTAC, Bluepeak, BTES, CoastConnect, CTC, DirectLink, DFN, FPUA.net, gosemo, HCTC, Lit Fiber, Mountain Telephone, NEMR, Nex-Tech, RTC, TCT, TCW, Twin Valley, VNET, VTX Internet, WTC Fiber, and WWest. Green lines connect these logos to a central image of two people gaming.

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IDENTIFYING OPPORTUNITIES



School Engagement



Workforce Development



Driving Revenue

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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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FINAL TAKEAWAYS



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



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