



# *What's Esports? Benefits & ROI in Video Gaming*



# MilBooM Esports

- Introductions
  - Participant Activation
- Changing Demographics & Technology
- Esports Programming Benefits / ROI
- Online Marketing / Activation
- Onsite Marketing / Activation
- Q & A

*“64% of the general U.S. population are gamers”, (Nielsen, 2017)*



# MiLBooM Esports

## Introductions

- Participant Activation
  - Go to MiLBooM's Facebook Page
  - Find the Welcome message
  - Follow the directions
  - Like, Follow and please share us!
  - Introduce yourself



Males

vs.

Females

### Primary motivations for playing video games

14.1% Competition	17.0% Completion
11.9% Destruction	16.2% Fantasy
10.2% Completion	14.5% Design
9.0% Fantasy	9.5% Community
8.8% Community	8.5% Story

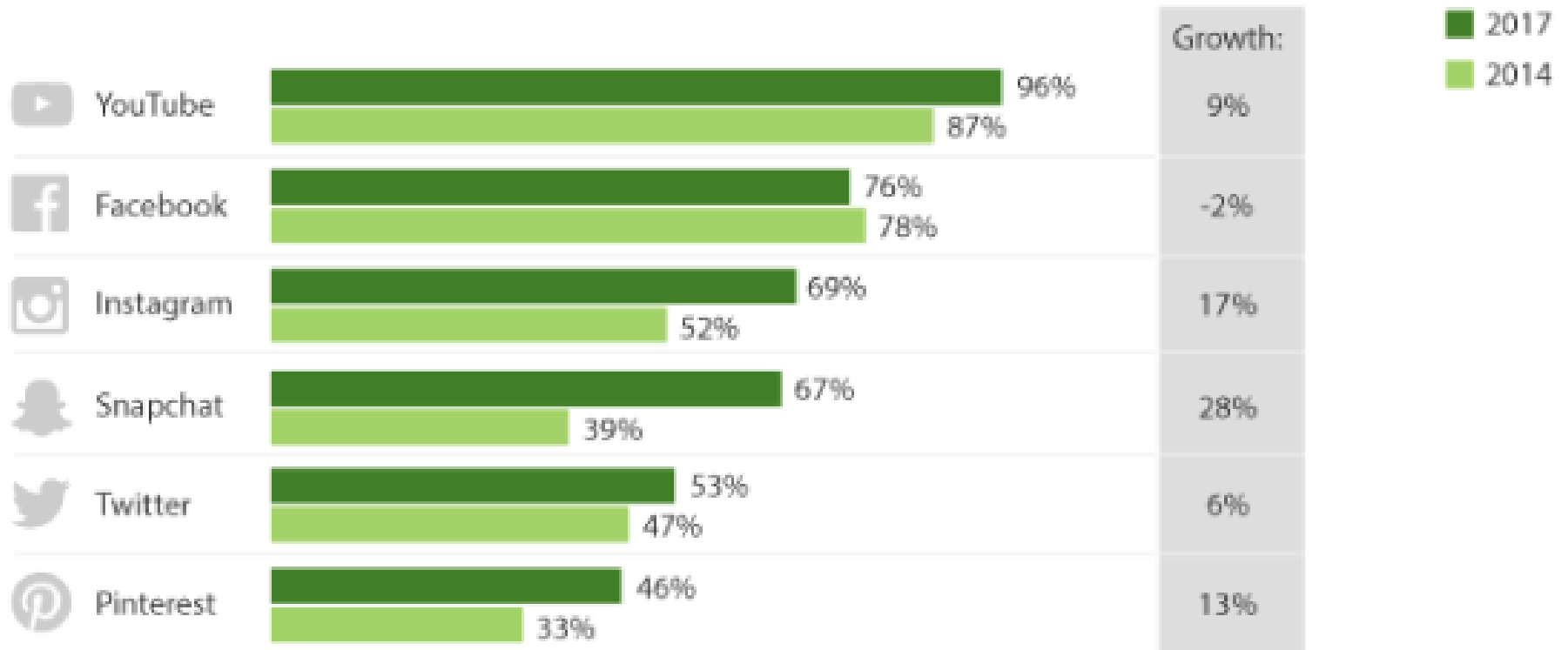
Source: Quantic Foundry

Created by WePC.com



# Changing Demographics & Technology

US online youth that use the following social media sites:



Base: 4,502 (2017) and 4,517 (2014) US online youth (ages 12-17)

Source: Forrester Data Consumer Technographics® North American Youth Survey, 2017 (US)



# Millennials Changing Demographics & Technology



- Education & Career
  - STEM, STEAM and IT, Huge nationwide educational push
- Cord Cutters
  - Cable: 79% of US Households. Entertained thru Laptop/mobile device. NFL is streaming on Twitch.tv to connect with Millennials
- Early adopters of VR, AR, MR technology
- Active social media presence
  - Use for entertainment per day on social media
    - GenZ spend 3 hours , Millennials 2.75 hours, Boomers 3.85
    - Prefer to follow brands and celebrities
- Gaming for 8 hours vs only consume 4 hours of TV
- PC vs Console Demographics
  - PC - Usually white and Asian & More affluent
  - Console (PS4, Xbox, Nintendo, WiiU)
    - Higher minority concentration & Lower socio economic status



# MiLBooM Esports

- Drone Technology – Automation / Robotics
- MiLBooM's Land, Air & Sea Drone Competition
  - Agriculture
  - Architecture/Construction
  - Delivery
  - Engineering
  - Environmental Monitoring
  - First Responders
  - Media (helicopters)
  - Military
  - Real Estate
  - Training
  - Wireless Access



# MilBooM Esports Online Marketing

- More about viewership and engagement
  - People build their personal image off who they follow
- Getting brand exposure
  - Brands build teams off influencers for social media presence and brand promotion.
    - Dr. Disrespect sponsored by GFuel
    - Uzi sponsored by Nike
    - Ninja sponsored by Uber Eats
- Utilize mobile first strategies
- Go to where they are
  - Target niches
  - Target their preferred platforms
- Mike tried more new products because they have commented on his Instagram photo to check out their page. (Dog: toys, collars, leashes, fishing equipment, hiking gear, etc)



# Onsite Marketing / Activation

Nick Kelly/Budweiser Inspiration to start agency

- Concentrate Fan Engagement & some ROI

## *Example Campaign*

- Onsite sample campaign
- Online Fan Registration – On Social Media
- Fans align with Brand Flavor
- Flavor Team matched with gamer
- Contest / Benefit
  - Final 4, Elite 8, Sweet 16
  - Parting Gift
- Content Building / Final Report
  - Winner Circle
  - Photos, Shared
  - Measurable Analytics





## Esports Benefits / ROI

- New Attraction / Venue Gaming / Main Event /
- 3-year Incubation (new business)
- Venue - Esports Stadium
  - Stadium Naming Rights
  - Stadium seating "Fans in Stands"
  - Brand imagery / Directional Signage
- Engagement
  - Watch Party, Free Play, Hourly Play
  - Tournaments, Competition Series
  - Adaptive Community – “Microsoft Commercial”
  - Seniors – Silver Snipers/Sweden



## Esports Benefits / ROI

### Revenue Streams

Media Rights  
Sponsorships  
Tickets  
Merchandise  
Advertising  
Publishers Rights  
Entry Fees  
Gate

## Esports Concepts

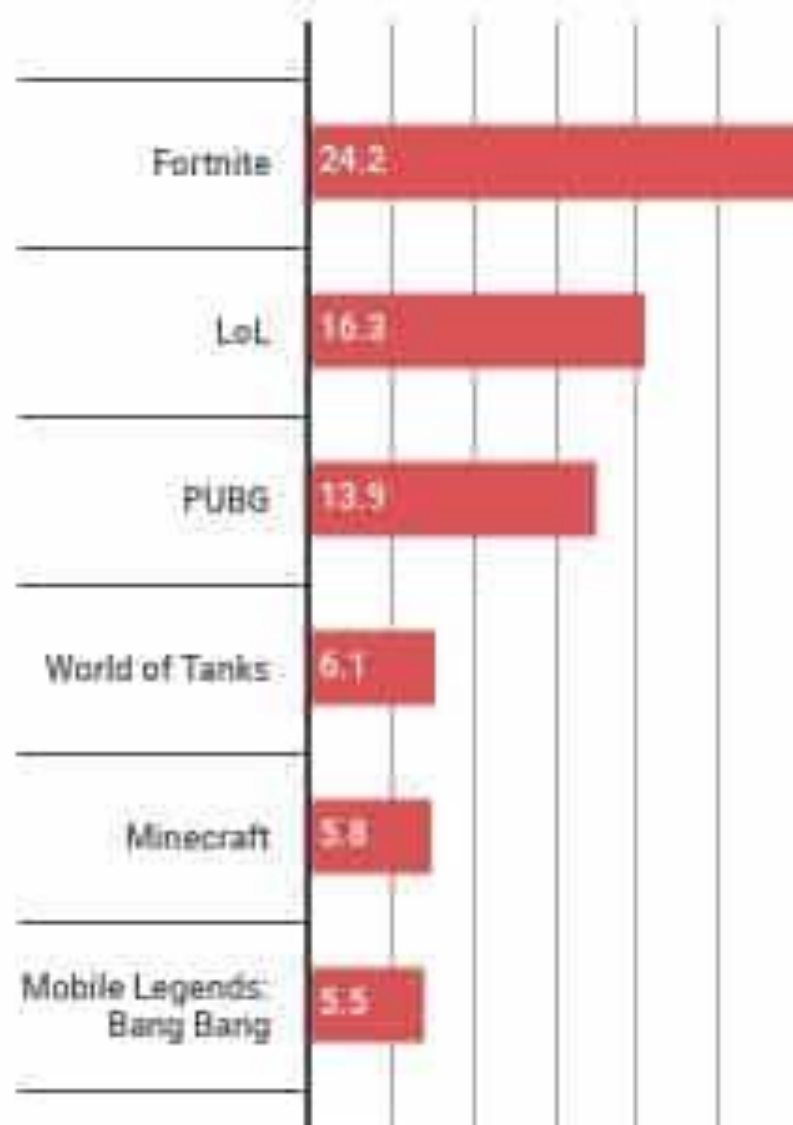
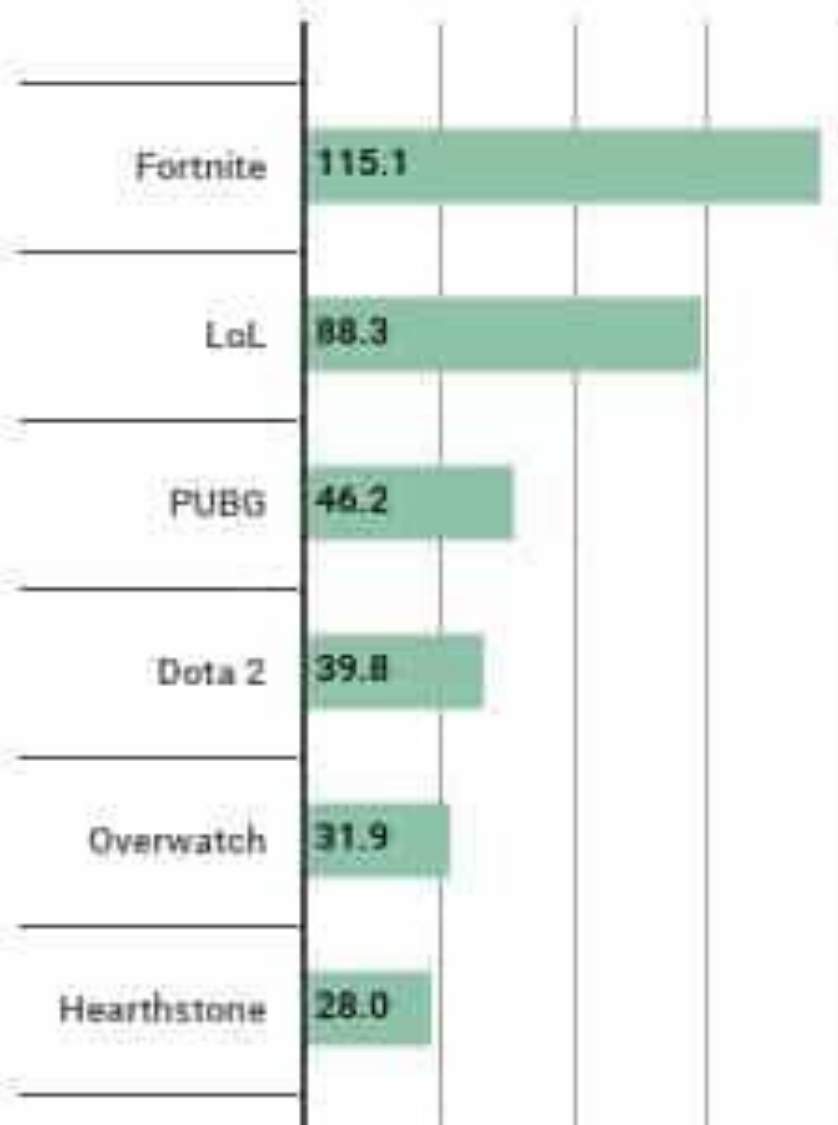
### Event Strategies

Tournaments  
Competition  
Series  
Watch Party  
EDM Stars w/Art  
Coz Play  
Hourly Play  
Digital Contests  
Live  
Entertainment



# MilBooM Esports Games

## The List of the Most Watched Games on Twitch and Youtube Gaming (as of March 2018)





*RL Finals Shoutcasters*



*Wi HS Smash Competitors*



The image shows a large-scale esports event. In the foreground, several rows of computer workstations are set up. Each workstation features a blue and black gaming chair with the ESL logo and 'MAXNOMIC' branding. The desks are equipped with monitors, keyboards, and mice. The desks themselves are white with various sponsor logos, including 'ESL', 'DAS PLUS', 'NEED for SEAT', 'ESPORTS.COM', and 'RAZER'. In the background, a stage is lit up with bright lights, and a large screen displays a performer. The overall atmosphere is that of a major, professional esports tournament.

MiLBooM's Story tried to be 1<sup>st</sup> agency to be 1<sup>st</sup>  
to Host an Esports Championships  
With a Major Music Festival in the World in 2018

Zum Wacken (Germany, Mid-July, 2018)  
1<sup>st</sup> Major Music Festival in the World  
to Host an Esports Championships



Over 3 doz games to compete and play



OVERWATCH



## *Presenters*

*Mike Dahle, Program Director  
Vernon Chmielewski, Founder, CEO*



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