

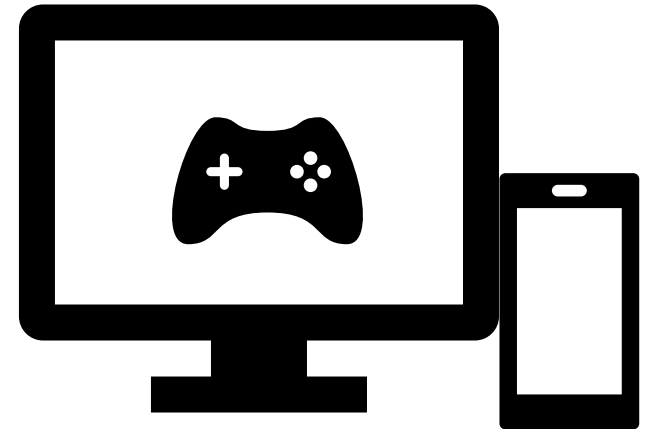
INCREASING RELEVANCE OF GAMERS



horizon
next

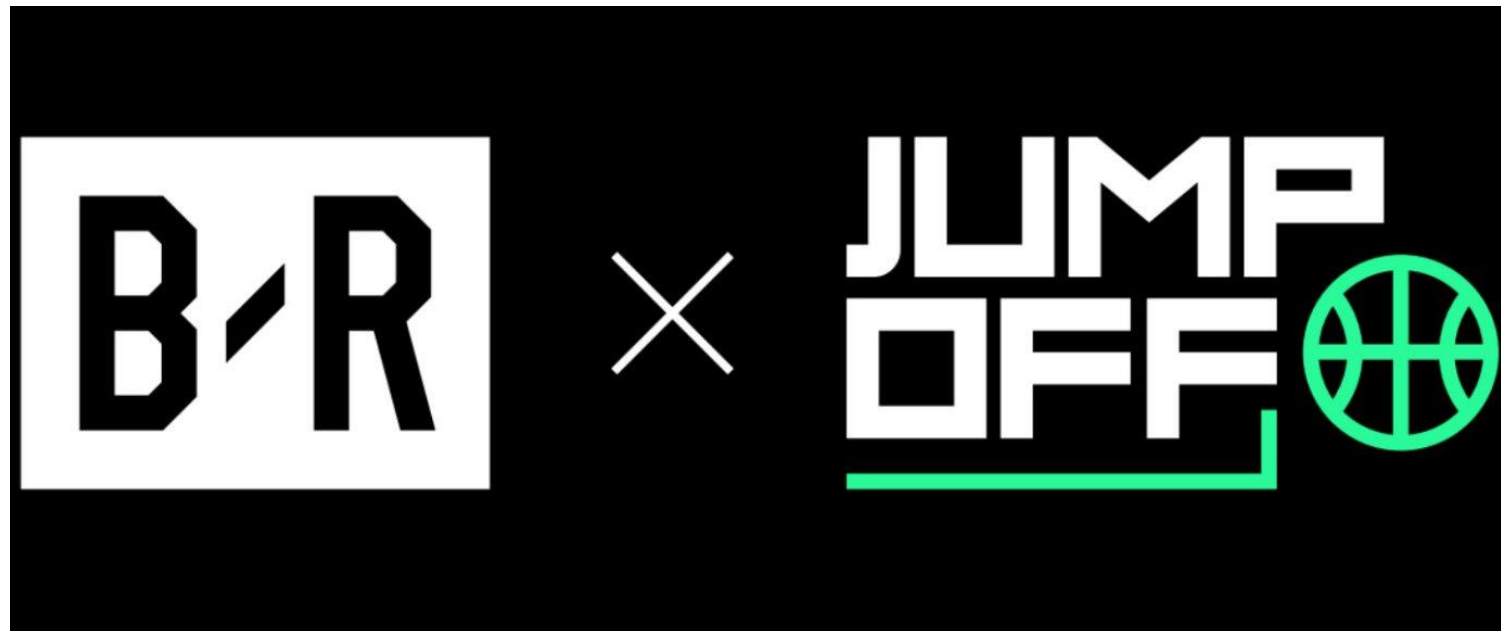
GAMER EVOLUION

- % of gamers has increased from 58% to 66% from 2013 to 2018
- Most gamers are consolidating to one or two consoles, but still embracing mobile/tablet gaming
- ESport24: Nielsen-developed syndicated sponsorship tracking service for eSport tournaments

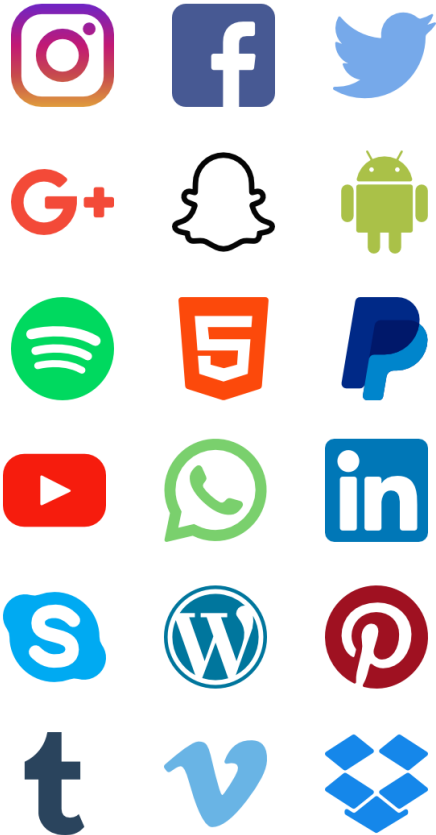


BLEACHER REPORT LIVE EVENTS

- NBA Summer League parties sponsored by Verizon and Hakkasan Group
- Planning live Fortnite gaming challenge hosted by House of Highlights



MOVING FORWARD



SNAPCHAT

- Possibly rolling out its own form of gaming
- Developers will be able to create games that are integrated into the app
- Already small features like this

BRANDS

- Tap into the gaming industry to start promoting brands
- Gaming is on the rise, and on mobile as well

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