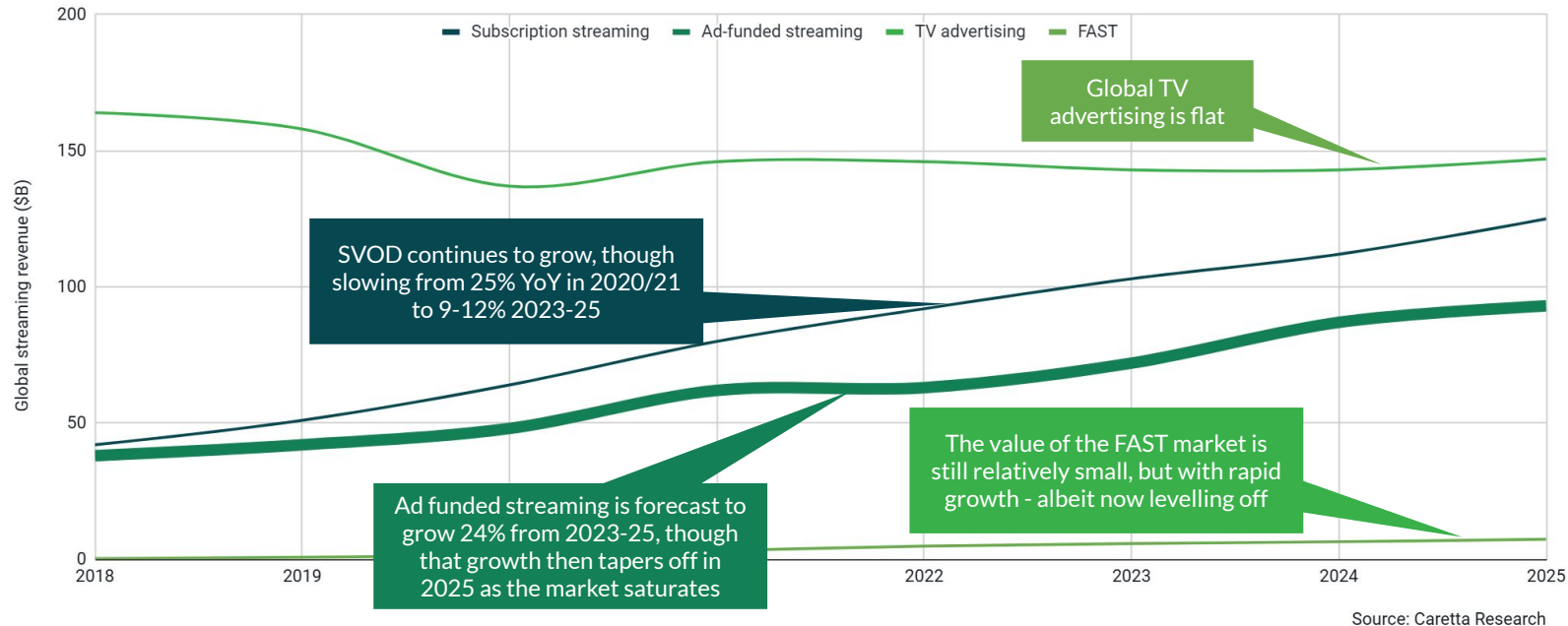


The collision of gaming and TV

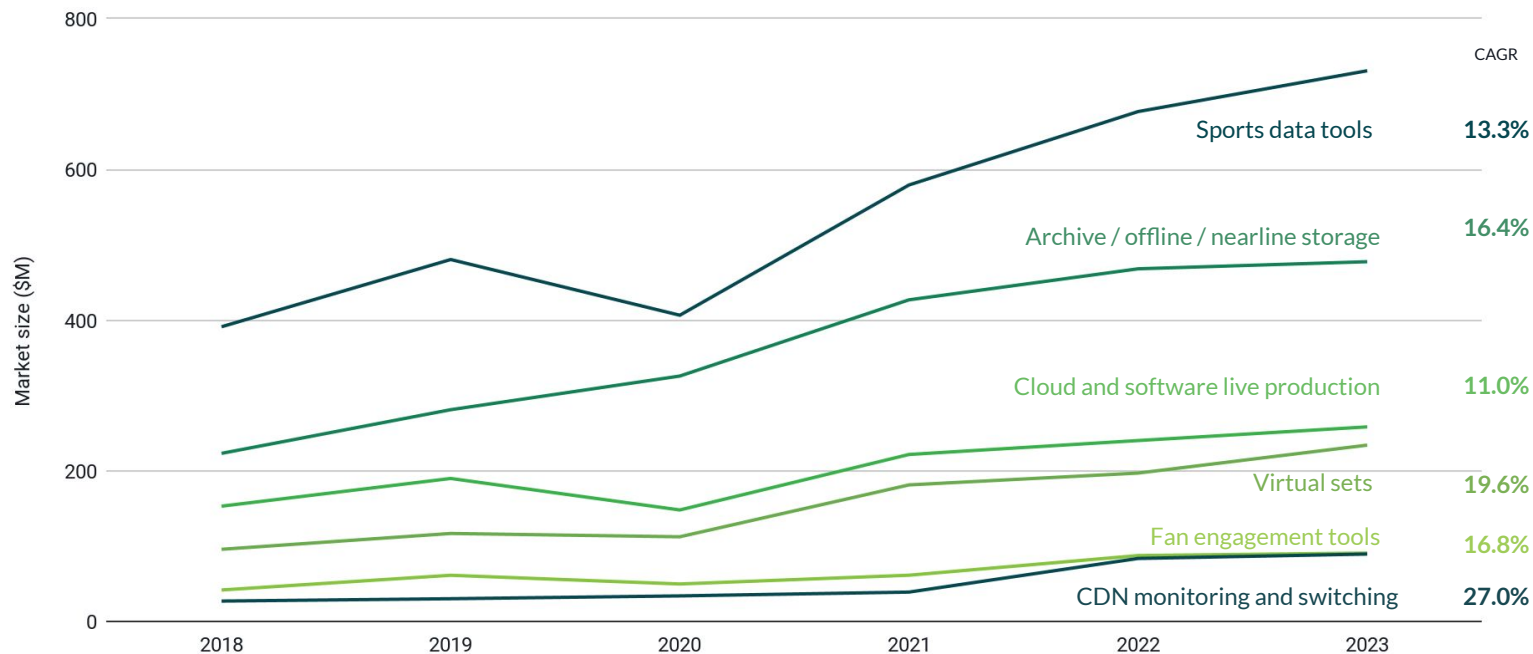
Shaping the future of content consumption

Online video is driving consumer spend

Online video revenue is growing FAST, but much of it is being captured by the global giants

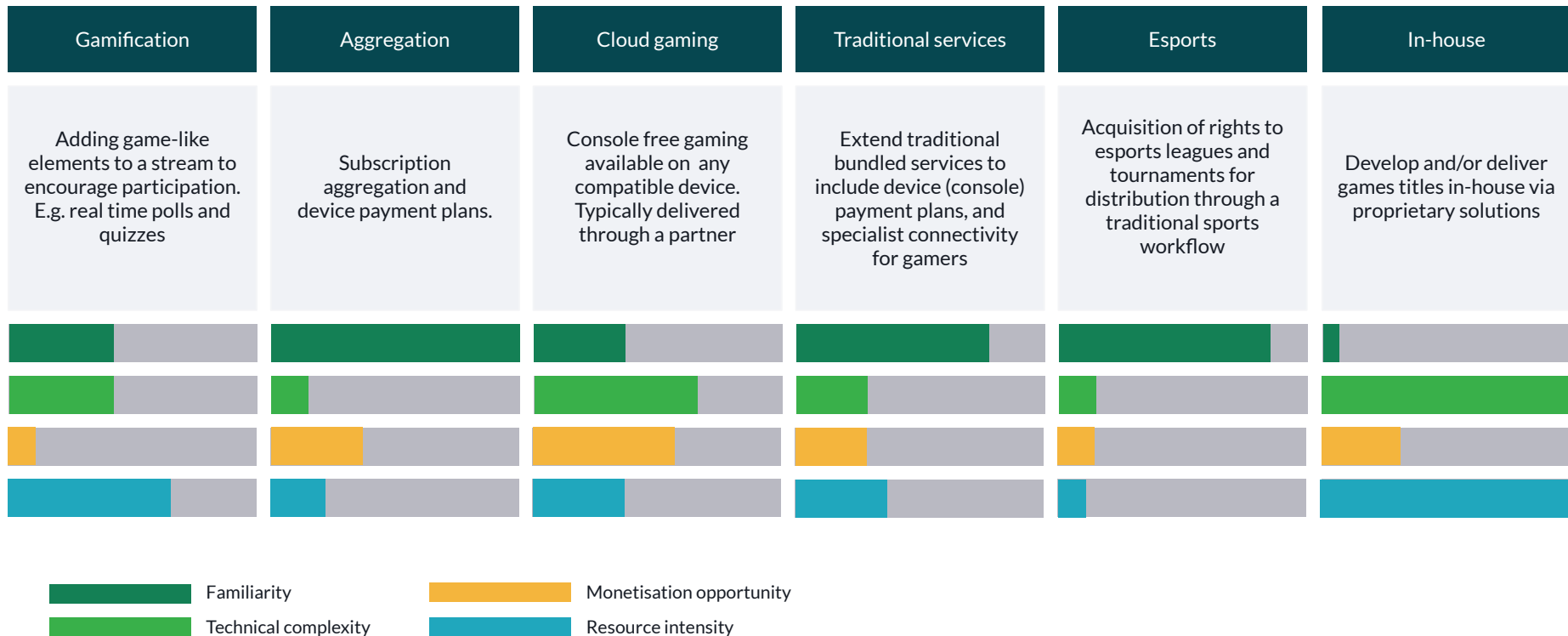


Technology enabling the gaming market steadily on the rise

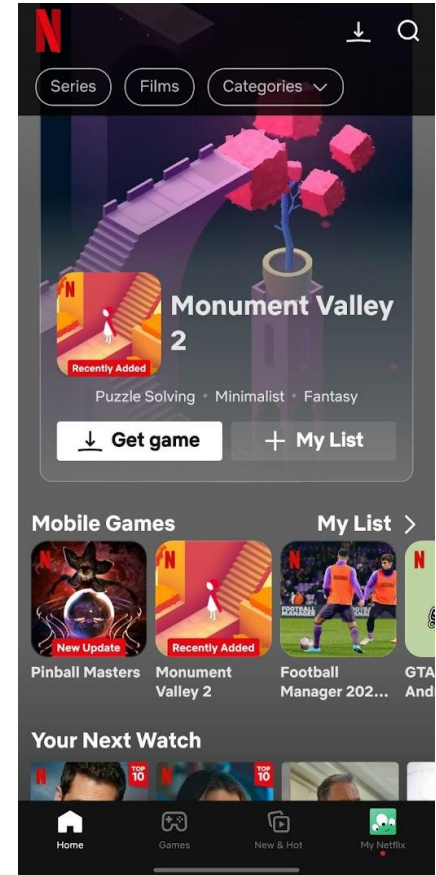
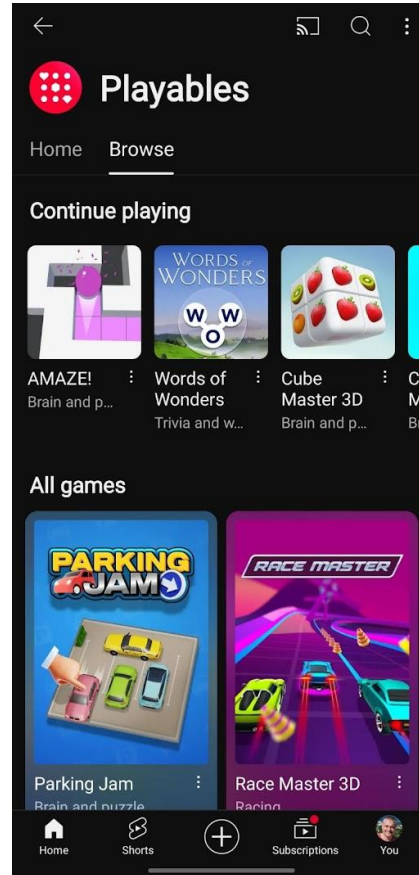


Source: Caretta Portal

Opportunities in the market are diverse

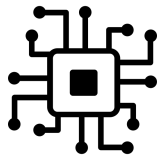


The streaming giants are seeing limited results



Lessons from early adopters

Many operators are successfully running gaming products. A clear strategy is key.

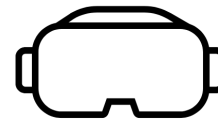


Managing your tech stack

Lean on partners

Be obsessed with UX

Figure out your network strategy



Define the audience strategy

Understand gamer behaviour

Learn the subcultures

Interactivity

Thank you

For more information, feel free to contact us:

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Gaming is a significant opportunity for the market driven by the consumption of online video and the rise of connectivity enabling more interactivity, but the transition into broadcast is not simple.

- Gaming is a significant opportunity driven by the consumption of online video and the rise of connectivity enabling more interactivity
 - However due to the complexity of the market and inascent vendor community, it is still early days for what success might look like for operators
- There are many ways to skin a cat - ranging in complexity and interactivity
 - The successful vendors we are seeing are offering operators solutions where they do most of the heavy lifting
 - The needs of gamers are quite different to traditional audiences, there have been a lot of horror stories, managing risk is absolutely essential
 - No one opportunity is going to be a slam dunk
- At the end of the day, it comes back to the audience and what you can manage internally
 - Having a good UX
 - A proposition that appeals to an audience - thought about in the same way as traditional content
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