

Spaces

DATA-DRIVEN, SMART, IN-GAME
ADVERTISING AND SPONSORSHIPS

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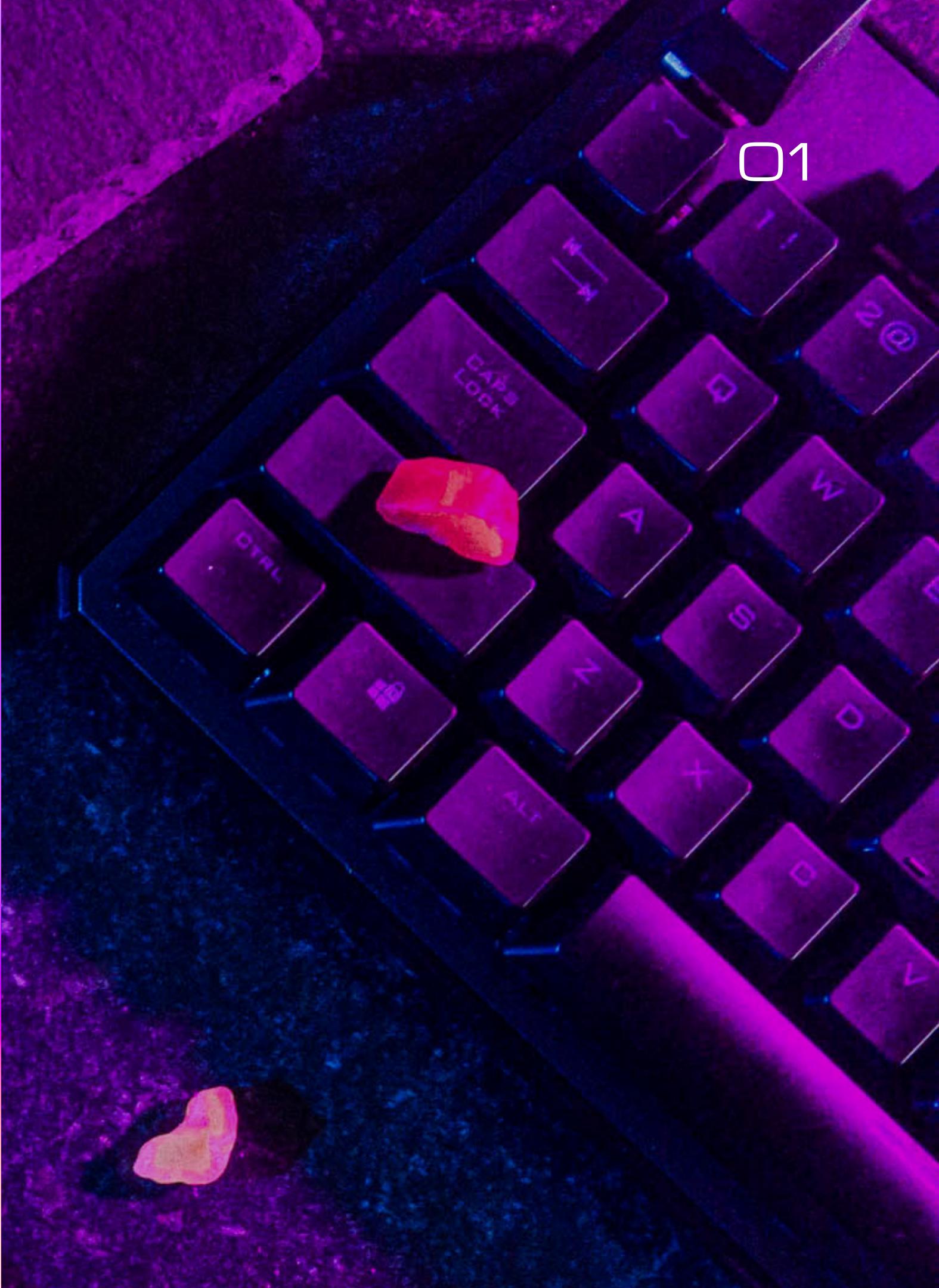
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Spaces?

Spaces provides **data-driven, smart, in-game sponsorships** for **live esports gaming streams**.



esports today

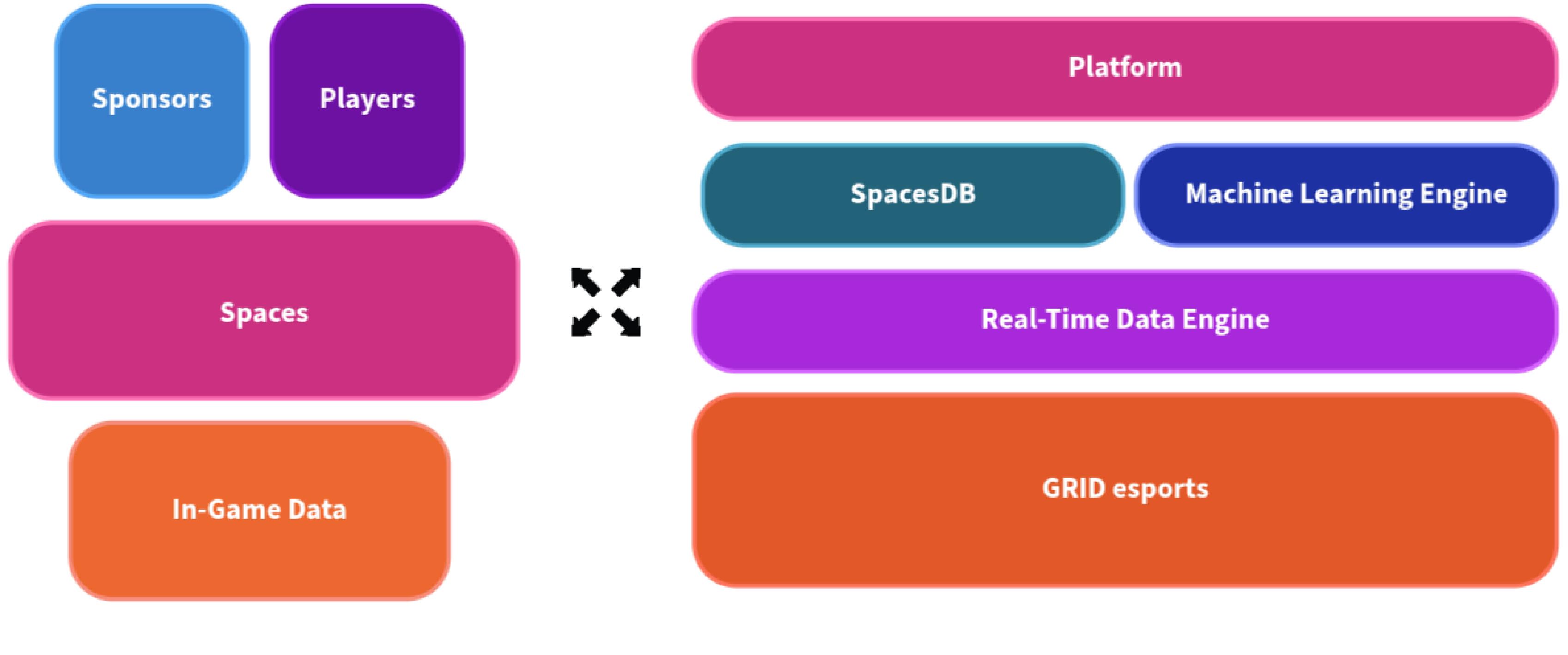


esports with Spaces

How?

A Platform

1. For Sponsors
 - a. Visualise historical player performance data and identify top performers.
 - b. Bid for in-game digital spaces and seamlessly sponsor players.
 - c. See how their in-game ad placements will look in real time.
 - d. Flexibly add or update branding content from one match to the next.
2. For Players
 - a. Easily monetise their in-game space and secure sponsorship deals.



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Demo

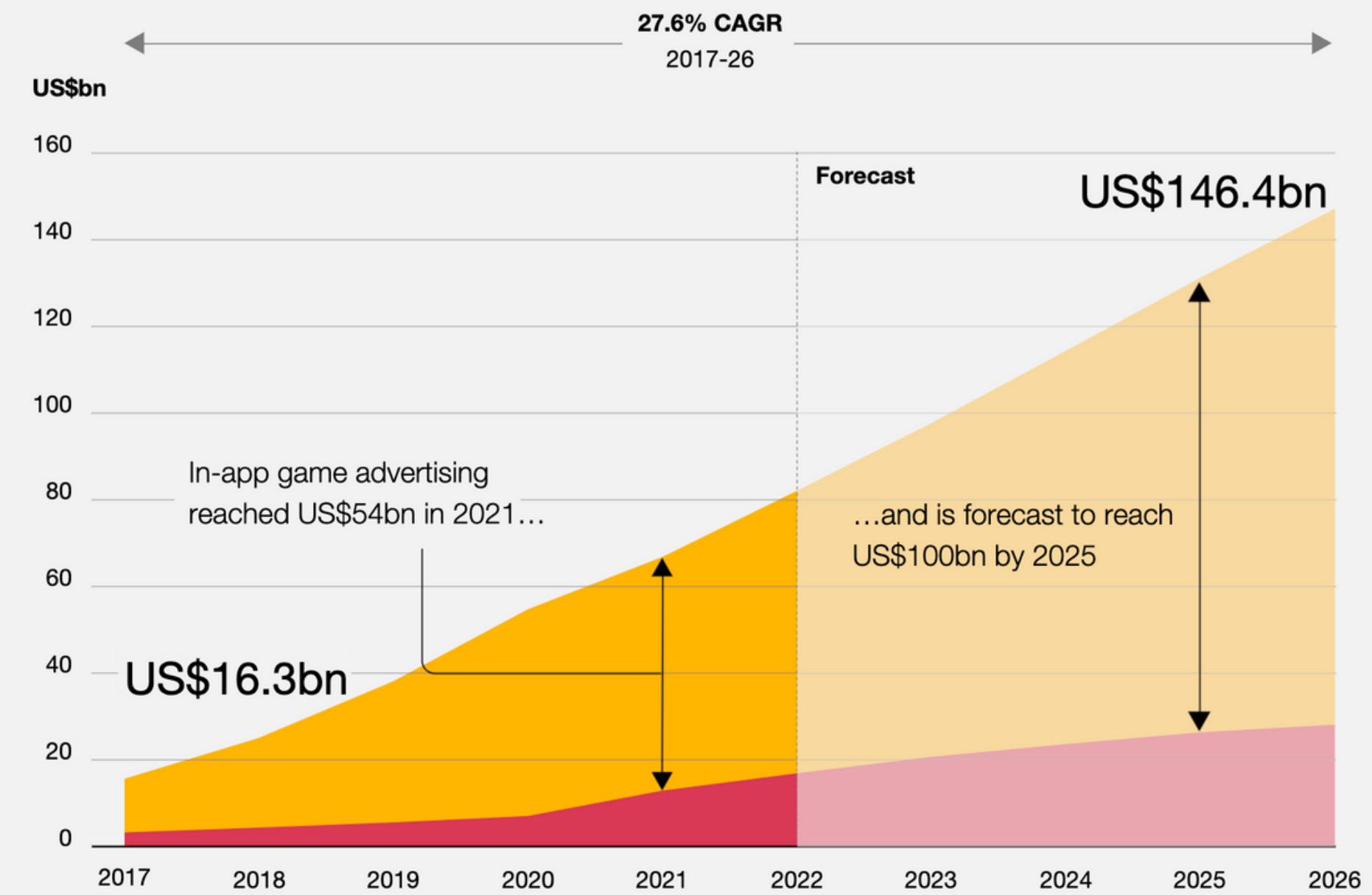
Why?

1. For companies, ads and sponsorship in live gaming streams can be a way to reach a large and engaged audience.
2. Live gaming streams offer a unique opportunity to target people based on the game being played, the streamer's audience, and even the streamer's own preferences.
3. For event organisers, developers and players, ads and sponsorships in live gaming streams can be a way to generate revenue.

In-game advertising market size to increase by USD 5,182.68 million: 35% growth to originate from North America - Technavio

In-app games and connected TV advertising revenue

Connected TV advertising (20 countries only) In-app video game advertising



The in-game advertising market is estimated to grow at a CAGR of 7.08% during the forecast period to reach US\$221.511 billion by 2027, from US\$137.266 billion in 2020.

Esports organizations still rely on sponsorship as the primary source of revenue for their business. By the end of 2022, we expect sponsorship to account for \$837.3 million—nearly 60% of global esports revenues.

The global esports audience will reach 532 million by the end of 2022. The number of esports enthusiasts is set to reach 261.2 million, while occasional viewers will make up 270.9 million. The esports audience will reach 640.8 million by the end of 2025, with a 2020-2025 CAGR of +8%.

The game streaming market's growth momentum will accelerate at a CAGR of 9.15% and the market share will increase to USD 1.14 billion from 2021 to 2026.

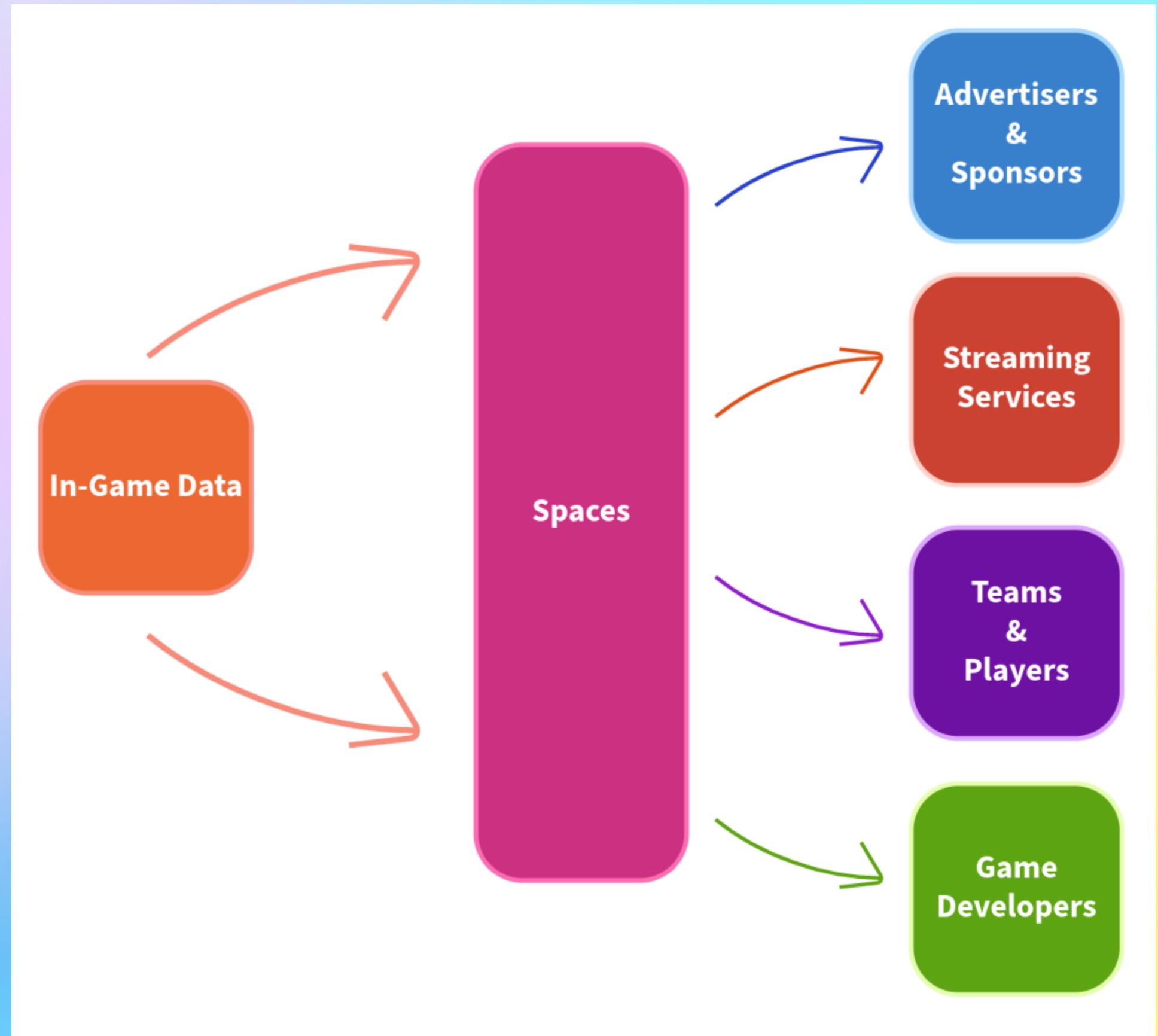
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Vision

Spaces

Spaces provides data-driven, smart, in-game advertising and sponsorships for live gaming streams.





Thank You