



BINX

**SOCIAL VIDEO STREAMING &
ESPORTS. THE NEXT SOCIAL WAVE**



PAST

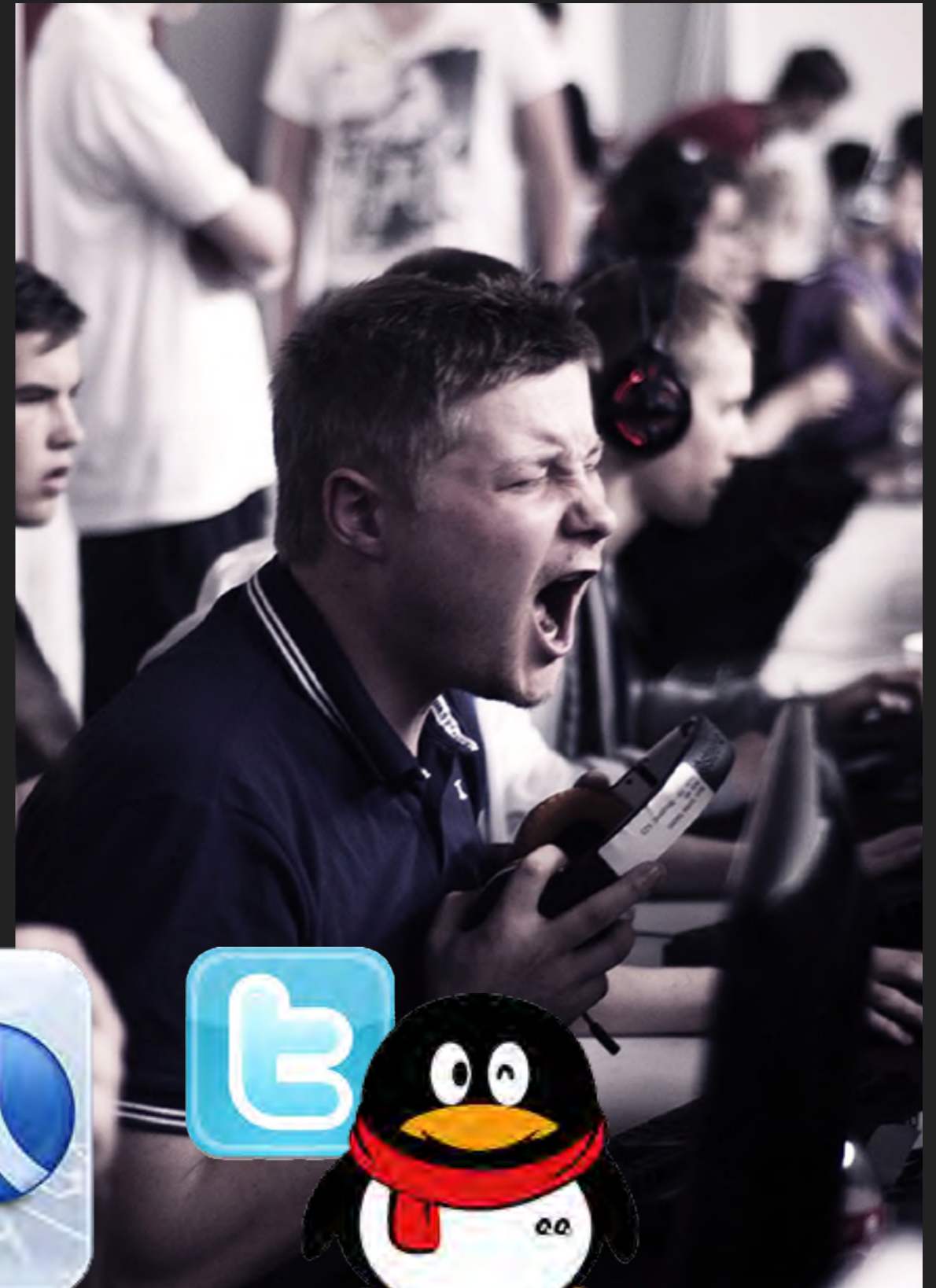
**TEXT-BASED
SOCIAL MEDIA**

INITIAL SUCCESSES ...

- ▶ Billions Step Into The Social Space.
- ▶ **Name-to-Content** Connection Made.
- ▶ Channels Retain Content Ownership.

LIMITED BY ...

- ▶ Static Content Connections.
- ▶ Emerging Impacts of Content Overload.
- ▶ **Channels Retain Content Ownership.**





NOW

**SOCIAL VIDEO
STREAMING**

A BUSINESS IN GROWTH...

- ▶ Global Reach of 1 Billion by end of 2016.
- ▶ Leveling up **Face-to-Name-to-Content**.
- ▶ Twitch.tv Reaches 100 Million Per Month.
- ▶ 2.1 Million Streamers Each Month.
- ▶ Creating New Huge Brand Channels.

CONTENT EVOLUTION ...

- ▶ Video Adds Context to Content.
- ▶ Viewer + Streamers Connections Lessening Risk of Content Overload.
- ▶ **Refocusing on the Content Creators.**
 - ▶ **Giving Streamers Ownership** Options.
 - ▶ Rise of Real-time User Defined Content.
 - ▶ Creating New Career Paths.
 - ▶ Relegating Channels to Delivery Tools.





FUTURE

**STREAMER AS
KING & QUEEN**

WHO IS STREAMING REAL-TIME

Gaming is the backdrop for the social environment. Not the limit of that environment.

IN ESPORTS ...

Hardcore Gamers represent the first adopters. As they have with all new tech waves. They lead the way as:

- ▶ Millennials, Ages 14 to 25.
- ▶ **Binx Data:** 24% eSports Viewers.
- ▶ **Binx Data:** 3% Active (Partner) Streamers.
- ▶ Largely Hardcore Gaming Focused.
- ▶ Stratified By Games Title Focus.
- ▶ 40% of Revenue Channel Partnering.

EVERYONE ELSE ...

Rapidly '**Casualizing**', new Streamers are reaching in to areas of Casual Gaming Art, eLearning, eNews, etc. & represent:

- ▶ Wider Age Range, 14 to 55.
- ▶ **Binx Data:** 28% Hardcore Social Viewers.
- ▶ **Binx Data:** 48% Causal Social Viewers.
- ▶ Untapped Areas of Focus.
- ▶ Moving to User Defined Content.
- ▶ Mainly Viewer Funded.



“Streaming video games for a living is no less of a real job than that of someone who broadcasts sporting events, WWE wrestling matches, or even reports on news.

At the end of the day, we are all painting a canvas of creativity and adding color commentary to something we are interacting with.

Mathew Beardsley,
Proably_ovr_9000,
5/14/2016 NBC News

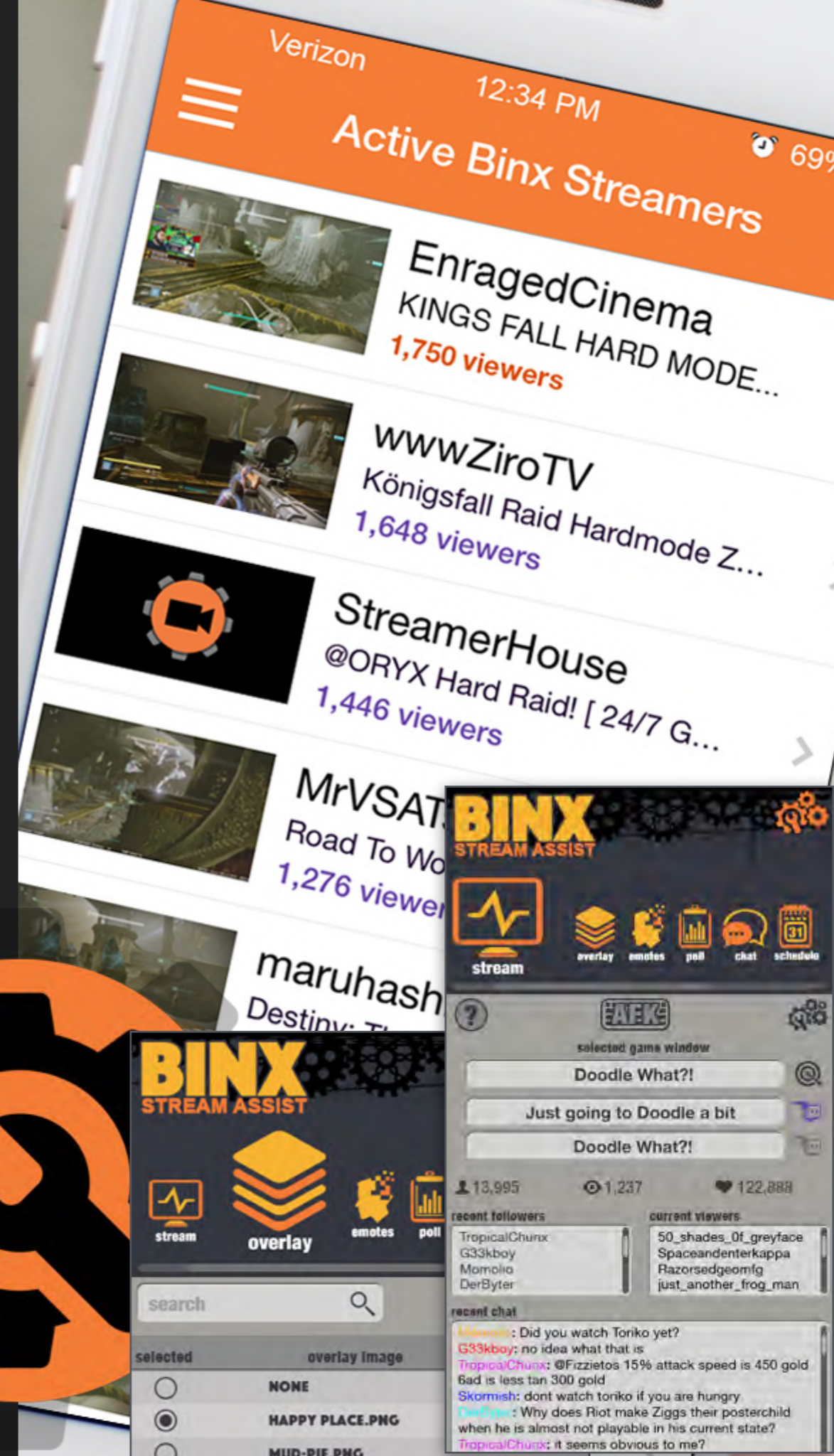


BINX DELIVERS

**A NEW GLOBAL
SHARING ECONOMY**

A STREAMER FOCUSED COMMUNITY.

- ▶ Providing Free & Fee-based Services.
- ▶ 100% User Defined Content.
- ▶ Delivering:
 - ▶ Ease of Access.
 - ▶ Stream Management.
 - ▶ Data Visualization & Analytics.
- ▶ **Soon to be Channel Agnostic.**



WHERE CONTENT CREATORS MAKE MEDIA THEIRS

- ▶ Choosing Services Relevant to Them.
- ▶ Controlling Genre, Message & Form.
- ▶ Supported by:
 - ▶ Desktop, Mobile & Web Apps.
 - ▶ **Real-time Data Collection & Sharing.**
 - ▶ Ready Access to Sponsors & Brands.



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**CREATING A UNIQUE INFLUENCER MARKET
FOR BRAND & PRODUCT SPONSORS.**



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**ENRICHING THE CONTENT CREATORS
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**ENRICHING THE CONTENT CREATORS
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**DELIVERING STREAMER & VIEWER DRIVEN
REALTIME DATA VALIDATION & ENGAGEMENT.**



THE FUTURE IS BRIGHT

As hardcore eSports gaming leads the way, it still represents only a fraction of the Social Video Streaming market we know today.

Analysts are betting big that the future of Social Video Streaming is just beginning and the numbers are proving them right.

A CASE STUDY

- ▶ Amazon bets 1 billion on eSports in 2015.
- ▶ Begins with an estimated 41 million members.
- ▶ Grows to 100 million members within 1 year.
- ▶ 2.1 million Streamers flock to them every month.
- ▶ Reach of eSports alone to hit 1 billion by 2016.
- ▶ Amazon forecasts \$1 billion yearly profits by 2020.
- ▶ & ... Amazon is a **CASUAL Market** maker.





BINX

**IMAGINE WHAT WE CAN DO
TOGETHER.**