

## Goto.game

### Tapping into the gaming phenomenon

Goto.game is the first venture to be spun out from Australian social and digital analytics technology company Digivizer. Goto.game is a media hub designed to bring gaming content, events, activations, competitions and influencers into one ecosystem. Its objective is to increase the number of gaming participants and encourage the participants to engage and monetise. Goto.game uses Digivizer's technology to provide the data required to measure the effectiveness of various media and promotional activities. Digivizer is able to provide real time insights that can provide feedback that can be used to tweak a launch, program or engagement in real time.

### Background

Goto.game was launched in August 2017 and is the first venture spun out of Digivizer. The business is run by Digivizer's gaming team specialists Phid McAwsome and Jack Huddo, highly credible gamers and streamers in their own right, supported by a team of gamers and advertising specialists. The business launched with clients AKRacing (which promoted a new specialist gamers' chair on the goto.game website), Intel and Legion by Lenovo. Parent, Digivizer is now in its seventh year of operations, growing its operating revenue 290% over the last year.

### The business

Goto.game is run by gamers for gamers. It focuses solely on the gaming and esports industry. Services offered by goto.game include product launches comprising interactive fan events and exclusive influencer events, events where fans meet their favourite influences and content creates meet supporting brands and followers. Goto.game has a stable of more than 50 influencers with a total reach of 100 million. These influencers are active on Twitch, YouTube, Twitter, Snapchat, Mixer, Instagram and Facebook. Advertising on goto.game allows brands to reach a monthly audience of 10,000 gamers in Australia and New Zealand.

### The market

There are more gaming and esports viewers than there are for traditional sports. The gaming audience is estimated by NewZoo to be 2.2bn with digital gaming and esports generating an estimated US\$109bn in CY17. Around half of this, US\$51.2bn was generated in the APAC market and US\$1.2bn from Australia and New Zealand.

#### Share details

Goto.game is wholly owned by Digivizer

#### Size of market

NewZoo is forecasting that the digital gaming market will grow at a CAGR of 6.2% to US\$129B by 2020, having grown at a CAGR of ~10% from 2012 to 2017.

#### Upside Case

- Niche provider to a rapidly growing market
- Tapped into influencer market (100m audience reach)
- Founders come from gaming industry and have deep insights into psyche of gamers.

#### Downside Case

- Australia and NZ are just 1% of the global digital gaming and esports markets
- Millennials and younger audiences are fickle and switch games and influencers frequently

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