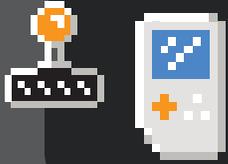


▶ LEVEL 1 > ALL ABOUT ESPORTS



Some of the most common types of video games played in esports include multiplayer online battle arena (MOBA), digital collectible card games, battle royale and real-time strategy games.

Esports is commonly shown across streaming media platforms such as Twitch and YouTube, and even traditional sports channels, such as Fox Sports and ESPN have begun airing esports.

▶ LEVEL 2 > STATS, ECONOMICS + VALUE ADDED

In the U.S., esports will have more viewers than every professional sports league but the NFL by 2021.

— Source: Activate, Inc.



Revenue for the esports industry is expected to exceed \$1 billion for the first time in 2019 and total more than \$1.8 billion by 2022.

— Source: Newzoo

Around 82% of the total esports market (\$897.2 million) in 2019 is expected to come from brand investments, including media rights, advertising, sponsorships and merchandise.

Major brands currently involved in esports sponsorships: Doritos, Spotify, Mastercard, Disney, Toyota, Cheez-It, Chipotle

— Source: Newzoo, Reuters, Forbes

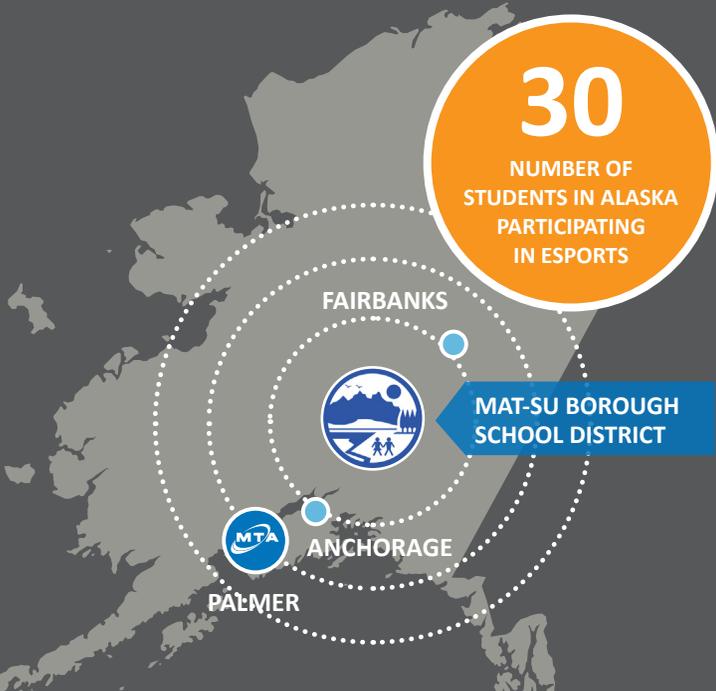


Esports' main audience is males between the ages of 18-34, with that demographic making up nearly 70% of total viewers. Yet, the number of women playing and watching esports has been increasing steadily, with a 6.5% increase into 2018.

— Source: VentureBeat

▶ LEVEL 3 > MINIMIZING DISTANCE, GIVING BACK

Since its introduction in 2015, MTA's eUnlimited™ gaming series has grown year over year, with attendance at the June 2018 tournament doubling from the previous year.



MTA's infrastructure fosters collaboration around esports, helping MTA establish partnerships with local organizations such as the Mat-Su Borough School District and Warehouse 49, a host of gaming events around Anchorage.



MTA has played a pivotal role in streaming adoption in rural Alaska. There is a clear marriage between streamers and gamers in the household. As the leaders in streaming adoption, it was a clear transition for MTA to enter the gaming space.



MTA partners with local school districts to host tournaments that hundreds of students attend and enjoy, creating positive educational impact and connecting students' esports curriculum directly to exciting and unique experiences.

BENEFITS FOR ALASKA STUDENTS + RESIDENTS



Extracurricular activities, including esports, teach lifelong lessons such as communication and teamwork. They also provide a reason to come to school. Studies show extracurricular activities and team sports contribute significantly to increased attendance and higher graduation rates compared to students not involved in extracurricular activities or team sports.

— Sources: The Atlantic, National Federation for State High School Associations

MTA FOUNDATION

A COMMUNITY PARTNER + ENGINE FOR ALASKA ESPORTS

The MTA Foundation promotes technology awareness and economic development and enhances entrepreneurship through education and other activities in the MTA member service area.

A COMMUNITY PARTNER

MTA empowers students throughout the Mat-Su Valley and its surrounding communities:

- Palmer
- Anchorage
- Eagle River
- Healy
- Wasilla
- Chugiak
- Talkeetna
- Denali Park



AN ENGINE FOR ALASKA ESPORTS

MTA is committed to building strong relationships within the communities it serves. Through the MTA Foundation, MTA develops and strengthens partnerships with local organizations, institutions, educators and students. Building on the success of these community relationships, MTA empowers students through technology initiatives such as MTA Coding Academy and unique experiences like the annual eUnlimited gaming series.



BECOME A SPONSOR NOW!

LEARN MORE AT MTAFoundation.org



MTA – YOUR LOCAL TECHNOLOGY LEADER

Established in 1953 as a 100 percent locally owned and operated Alaskan cooperative, MTA is Alaska's best choice for technology and communications products. As a key player in the economy of Southcentral Alaska, MTA provides residential and business technology solutions to empower member-owners and patrons to live a connected life. Today, MTA remains as one of the largest technology co-ops in the U.S. For more information, visit mtasolutions.com or connect with MTA on Facebook.