

# Current Landscape: Fragmented Coverage of Intertwined Niches



The **three niches are converging on the same target audience** as they become more mainstream (see below) – **specialized coverage** of each niche might have served well in the past, but **no longer confers a competitive advantage** going forth

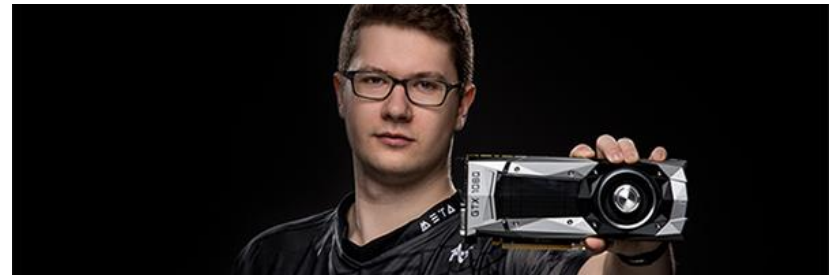
## Rise of eSports Thrusts Gaming into Mainstream Culture



- 42% of eSports viewers do not actually play the game they watch
- Streaming propelled eSports into mainstream coverage (more viewers watched 2016's League of Legend championship finals than NBA finals)
- eSports is projected to grow at a phenomenal rate to reach a \$5 billion industry by 2020

Source: Newzoo, 11 May 2017

## Renewed Focus on Hardware: Powering eSports & Gaming



- Nvidia, the discrete graphics card maker, was the top performing stock of the S&P500 stock index in 2016 (+238%)
- In May 2017, Nvidia reiterates that eSports is a key growth driver (55% of sales in developed markets are driven by eSports)
- 53% of eSports US viewers are in the high-income bracket (>\$65,000 a year); They are also willing to spend on gaming hardware/peripherals (e.g. 29% of them allocate more than \$100 to their gaming headsets)

Source: Nvidia Investor Presentation 2017

# Unique Brand: PlusMana is Positioned Differently vs. Competitors



GAMING



ESPORTS



HARDWARE

FACTUAL  
(NEWS)

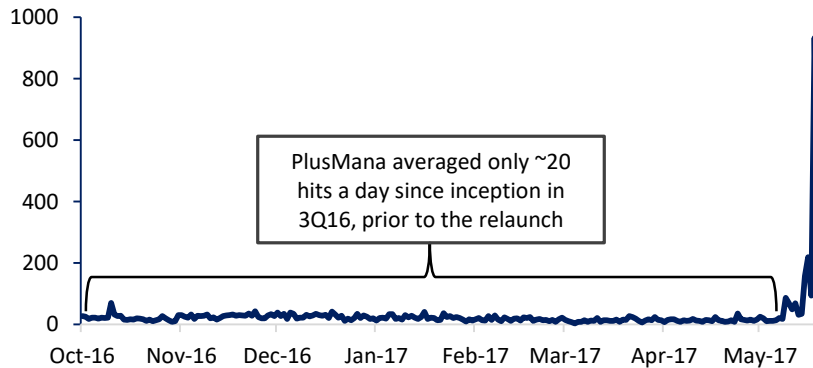
ANALYTICAL  
(REVIEWS,  
PREVIEWS,  
OPINIONS)



- **Geek is Going Mainstream:** Gaming, eSports and Hardware become increasingly intertwined – PlusMana is the first platform that offers a one-stop coverage of the three niches
- **Depth Over Breadth:** PlusMana forgoes the speedy publication of factual news articles and commits solely to publishing analytical-type content

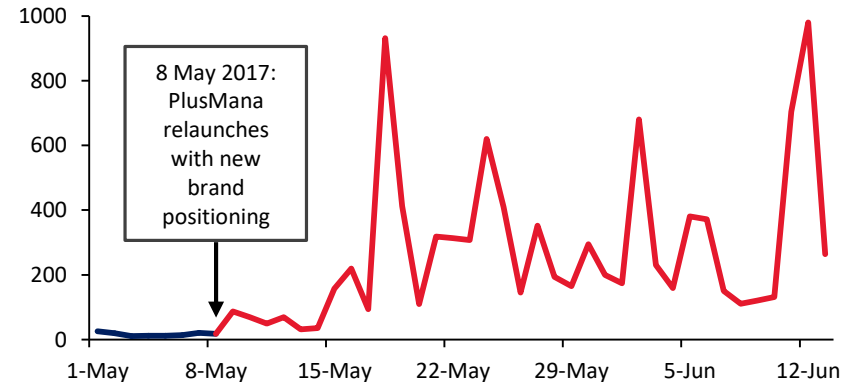
## Proof of Concept: PlusMana Made a Promising Start Based on the Above Proposition

Since Inception: Daily Views (1 Oct 2016 – 20 May 2017)



- PlusMana was launched back in 3Q 2016, as your run-of-the-mill gaming blog with no clear positioning or differentiation
- Back then, PlusMana's content had no focus or direction - the site averaged a meagre ~20 hits per day

Post-Relaunch: Daily Views (1 May 2017 – 13 Jun 2017)



- PlusMana **re-launched on 8 May 2017, with the above new brand positioning**, along with a new management and editorial team
- As of 13 Jun 2017, we are averaging **~2,000 hits in a single week (~300 hits per day)**

# PlusMana is Looking to Expand

PlusMana's proof of concept is heartening and the founding team would like to take the site to greater heights. We are looking to scale in a fashion similar to that of other established blogs – in the case study below, we draw parallels to Polygon's journey to becoming a gaming blog staple.



## Launch

- Polygon was launched back in Oct 2012
- **Unique Positioning:** "Sought to distinguish itself from competitors by focusing on the stories of the people behind the games" and "also produced long-form magazine-style feature articles"

- PlusMana inception dates back to Oct 2016, but re-launched on 8 May 2017 with a new brand proposition
- **Unique Positioning:** PlusMana provides one-stop coverage of the three intertwined niches (Gaming, eSports and Hardware). It forgoes the publication of speedy news articles and commits solely to publishing analytical-type content.

## Expansion & Recruitment

- "Forbes described Polygon's original 16-person staff as 'star-studded' for including the editors-in-chief from three competing video game blogs."
- In Oct 2013, Polygon's parent company, Vox Media, raised \$40 million in funding for 'additional video content for Polygon and The Verge'

- Similarly, PlusMana recognizes that content is king, and that recruiting proficient content creators is integral for scaling up
- PlusMana is currently looking to **recruit more talented content creators for positions** – see [plusmana.com/joinus](https://plusmana.com/joinus) for more details.

# Sources and Credits

## Image Credits

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- <https://www.geforce.co.uk/hardware/10series/game-ready/>

## Sources

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