



GGtoor.com

# GGToor Media Network

2022-2023



**GGToor Media Network, Inc.,** will be a subsidiary of GGToor Inc.

an emerging leader in the eSports markets, a U.S based and world-class Multilingual Broadcast service that will operate from Florida with satellite studios in Brazil and South Korea. GGToor Media Network will be a 24-hour news network covering all things eSports, Gaming, Web3, Metaverse, Artificial Intelligence along with interviews and expert analysis on anything involving technology.

GGToor Media Network will broadcast from the United States, San Paulo Brazil, and Seoul S Korea. We will become the leading broadcast network dedicated to gaming and technology globally. The network will be the pioneer in Web3, Metaverse and eSports content broadcasting twenty four hours a day from three major Studios around the world.

### **Our Mission and Vision Statement**

“Our mission will provide professional multilingual broadcast services that will provide eSports, Gaming, Web3, Metaverse, Artificial Intelligence along with interviews and expert analysis on anything involving technology reaching a wide range of potential customers all over the globe”.

# Our Services

**GGToor Media Network** was established to maximize profits in the broadcast network industry. The Company will compete favorably with the leading broadcast networks in the United States and of course throughout the globe as no existing network specializes in the areas we will cover.



- Operating broadcasting studios and facilities around the world
- Producing television (eSports) programming content for our audience
- Transmitting programming to other online broadcast platforms networks
- Advertising services
- Creative services
- Public relations services for eSport clubs and Leagues
- Media planning, buying & representacion
- Creating news and eSports-related advertising campaigns
- Disseminating advertising campaigns through our Broadcast network

# Our Business Structure

GGToor Media Network will be a subsidiary of GGtoor Inc.(GTOR), an emerging leader in the eSports markets creating world-class broadcast service that intends to in Florida, then expand to the South American and Asian Markets to compete favorably with leading broadcast networks throughout the globe.



# Our Target Market

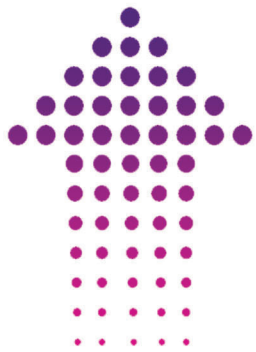
The Company has created strategies that will enable them to reach out to various corporate organizations, government agencies, and individuals who we know cannot afford to do without services the Company will provide. The Company will ensure it meets and surpasses the expectations of our client's eSports entities such as;

- Tournaments Platforms and Organizers
- Branding and Advertising agencies
- Web3, Software Virtual reality augmented reality development Companies
- eSports organizations
- Entrepreneurs and Start-Ups
- Classic Sport Organizations
- Banks, Insurance Companies, and other related Financial Institutions
- Corporate Organizations
- Manufacturers and Distributors of electronic products
- Research and Development Companies
- The Government (Public Sector)
- Schools (High Schools, Colleges, and Universities)
- Hotels and Travel companies
- Celebrities, Politicians, Public Figures, and Public Speakers
- Religious Organizations
- Political Parties

# Our Competitive Advantage

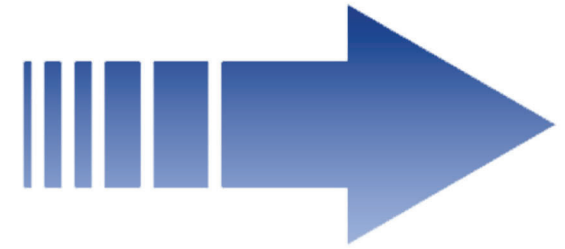
The parent company has been in the eSports tournament business for the last two and half years and has built a following of over 83,000 registered players which is growing by over 2,000 per month and has a solid and superb reputation within the gaming and eSports communities.

- Running over thirty events a month
- With over eighty-three thousand registered participants on our online platform.
- We have the brand recognition all over the world as a place to compete and play to earn.
- We currently have technology talented and highly creative business savvy team.
- Funding to expand worldwide



Employees of the Company have established a solid reputation as leaders in the eSports and tournament gaming space. The transition to a worldwide broadcast service will be seamless as the Company's CEO was the past president of a NYSC listed television corporation. He ran and operated 17 NBC, CBS, ABC and FOX affiliated stations along with other print and broadcast media properties. Having key people is that matters and having decision makers with vast media experience gives the Company a head start insuring a successful launch.

# Sales & Marketing Strategy



**OLD WAY**

**NEW WAY**

The Company is mindful of the fact that there is competition for the media budget within the broadcast industry. With that said, GGToor Media Network will be the only broadcast network in the world targeting specifically technologies that will be the next generation of what the internet is today.

The Company goal is to become the leading eSports, Metaverse broadcast network in the United States and of the Asian and Spanish speaking world.

GGToor Media Networks is set to make use of the following marketing and sales strategies to attract clients;

- Promote our network to the tens of thousands of participants that are currently on our gaming platform.
- Introduce our broadcast platform by sending introductory e-brochures to eSports organizations, corporate organizations, government agencies, religious organizations, and key stakeholders in the Web3/ Metaverse space.
- Advertise our business on relevant online eSports business websites and events.
- Attend relevant international and local expos, seminars, and business fairs et al
- Create different packages for different categories of clients to work with their budgets and still run their adverts or program on our network
- Create strategic alliances with relevant industry giants.
- Engage direct marketing approach
- Work with affiliate Marketing entities to promote our network
- Work with Industry Influencers to build our audience

# Sustainability & Expansion Strategy

It is a fact that the future of a business lies in the number of loyal customers that they have, the capacity and competence of the employees, its investment strategy, and the business structure.

GGToor Media Networks already has the right foundation, structures, and standard operating processes in place to ensure that our staff welfare is well taken of. Our company's corporate culture is designed to drive our business to greater heights and training and re-training of our workforce is at the top burner of our business strategy.

The Company will expand its business by market starting with the US and then moving to the Latin America Market and then the Asian market,

## 1 Top 5 Esports Games Based on Most Prize Money

Source: Esports Earnings, 2021

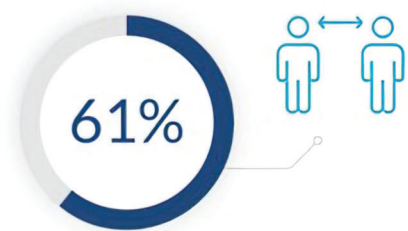




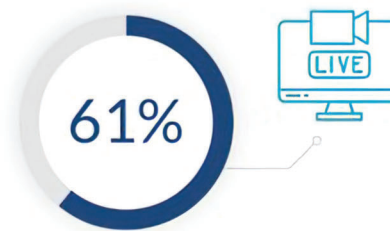
# Sustainability & Expansion Strategy

## 2 Top Esports Industry Growth Drivers

Source: Foley & Lardner



continued social distancing



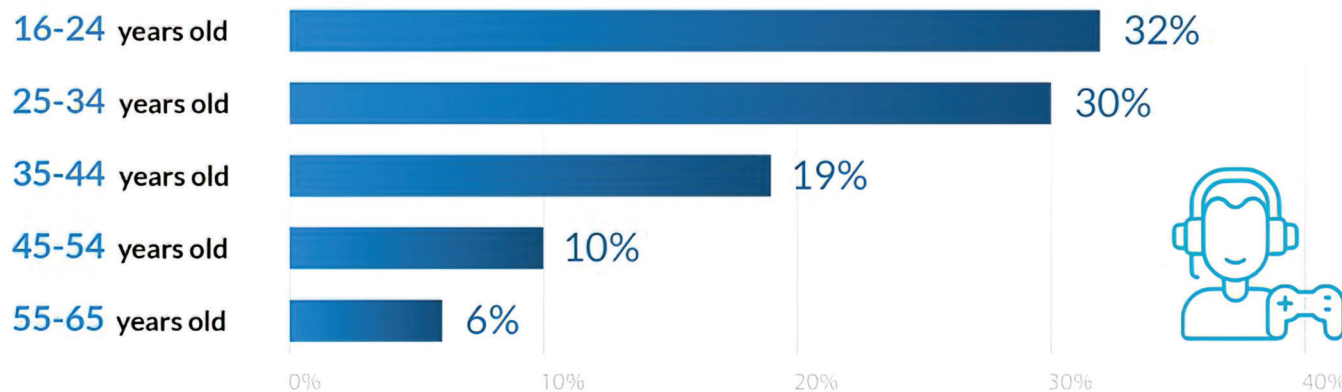
growth of online streaming platforms



increased esports investments by big brands

## 3 Top Esports Audience by Age Group

Source: GlobalWebIndex 2019



# Esports & Game Streaming

2021-2025 Market Summary



# \$3.6

**BILLION  
ESPORTS & GAMES  
STREAMING VALUE**



BY 2025

The global eSports and games streaming industry will be worth **\$3.6 billion by 2025**; rising from **\$2.1 billion in 2021**



**70%**

Global growth over the next four years



**1 billion**

Global number of eSports viewers in 2025



**1 in 9**

Number of eSports viewers representative of the global population

# Esports & Game Streaming

2021-2025 Market Summary

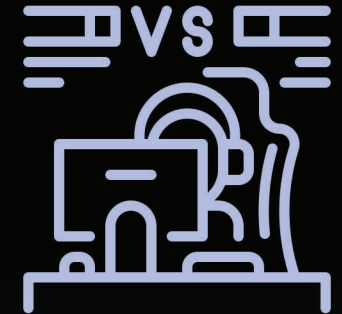


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Play the games you love!



## LIVE EVENTS



### Emerging Monetisation Strategies Will Propel eSports Market

Market value will be driven by subscription spend to streaming platforms and advertising spend over streams

Broadcasting rights, live event ticket sales, and high-value sponsorship deals will maximise the market value

eSports is the live streaming of games, often featuring professional gamers. Games streaming includes the streaming of gameplay content to audiences in a casual environment

### Rising Competition amongst Streaming Platforms

Rising viewership will create greater levels of competition between content streaming platforms



These streaming platform providers must promote their content to new audiences



Aligning eSports events with other industries, such as entertainment industries, will provide these streaming platforms with opportunities to attract new users



# Sources of Income

GGToor Media Networks is postured to maximize profits in the industry and the Company is going to go all the way to ensure that it does all it takes to meet and surpass the expectations of our clients. GGToor Media Network will generate income by offering the following services;



- Producing online television (eSports-related) programming content for clients
- Licensee of content
- Transmitting programming to affiliated Broadcast networks
- Advertising services
- Sponsoring opportunities
- Creative services
- Public relations services for sport clubs
- Media planning, buying & representation
- Creating online sports-related advertising campaigns
- Disseminating advertising campaigns through our online Broadcast network
- Other related online sports media and advertising advisory and consulting

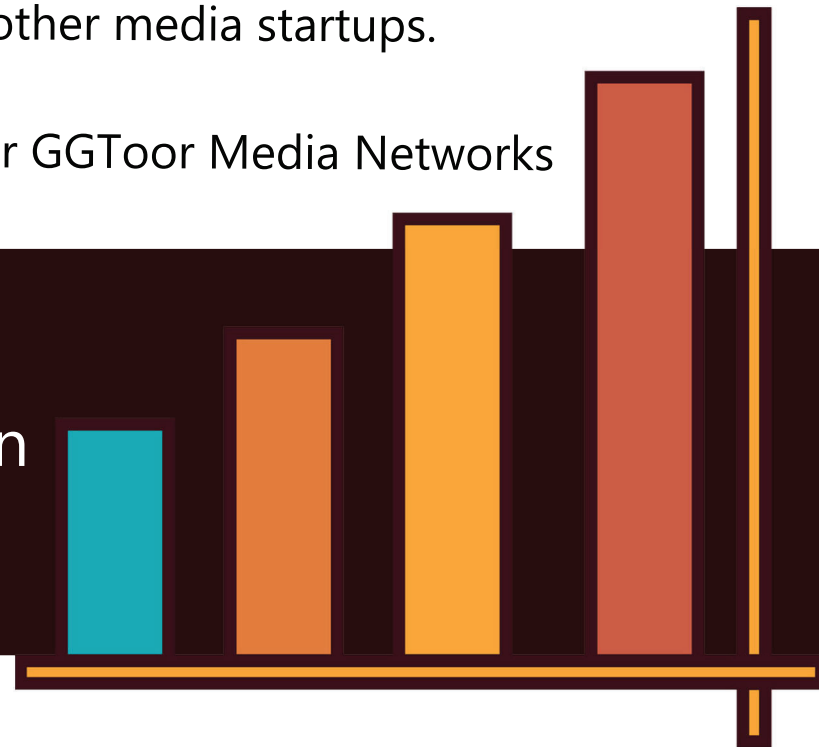
# Sales Forecast

One thing is certain, there will always be sports organizations, corporate organizations, government agencies individuals who would need to advertise on our network to help them increase sales or promote their brands and corporate image.

The Company has already completed a deep dive of the broadcast service marketing space and it has analyzed its chances in the industry and we have projected the following sales forecast. The sales projection is based on information gathered in the field and some assumptions that are peculiar to other media startups.

Below are the sales projections for GGToor Media Networks

- **First Fiscal Year (FY1):** - \$5.5Million
- **Second Fiscal Year (FY2):** \$6.4 Million
- **Third Fiscal Year (FY3):** \$7.0 Million





# Startup Expenditure (Budget)

It is a known fact that, in setting up any business, the amount or cost will depend on the approach and scale you want to undertake. This means that the start-up can either be low or high depending on your goals, vision, and aspirations for your business. The materials and equipment that will be used are nearly the same cost everywhere, and any difference in prices would be minimal and can be overlooked.

As for the detailed cost analysis for starting a Broadcast network; it might differ in other countries due to the value of their money. However, this is what it would cost us to set up GGToor Media Networks. in the United of America;

- Leasing / renting an office space in a good location in Orlando- Florida that will accommodate the number of employees and our studios \$25,000
- Construction of the facility inclusive will cost around – \$2,450,000
- The cost for furnishing and equipping the office (internet broadcasting devices, cameras, computers, printers, projectors, markers, servers/internet facility, furniture, telephones, filing cabinets, and electronics) will cost – \$1,758,000
- The amount required to purchase the needed software applications – is \$ 250,000
- Launching an official Website will cost – \$10,000
- The amount needed to pay bills and staff members for at least 3 months – \$500,000+
- Additional Expenditures such as Business cards, Signage, Adverts and Promotions will cost – \$1,500,000
- Miscellaneous – \$500,000+