

Bird & Bird

"Show me the money!"

Opportunities and challenges for commercialising  
e-sports in APAC

Alex Norman – Sports, Media and Gaming

# Non-endemic sponsorships



# In-game sponsorships and ads



# In-game sales

# SHOP

  **DIPPA** 



*2 LOOT BOXES*



*5 LOOT BOXES*



*11 LOOT BOXES*



*24 LOOT BOXES*



\$59.95

*50 LOOT BOXES*

1 friend playing Overwatch.

PRESS ENTER TO CHAT

PAYMENT INFORMATION

ESCAPE BACK

# Non-fungible tokens (NFTs)



# Monetising data



Sign in through STEAM

Games Promotions Live Casino VIP

Support

Welcome to the world's first licensed skins casino!

GET STARTED INSTANTLY WITH YOUR  
**\$1,500+ WELCOME PACKAGE**

- One of the most advanced gaming environments
- Limitless 25% reload bonuses
- Over 1,000 video slots and casino games in store

SIGN UP NOW! >



Loads of great casino games are now available for skin betting!

Popular lists

Skin Roulette

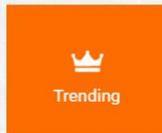
Slots

Blackjack

Live Dealer

All Games

Search game



# Thank you & Bird & Bird

[twobirds.com](https://twobirds.com)

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