

NEW JERSEY'S ESPORT INDUSTRY

PRESENTED BY:



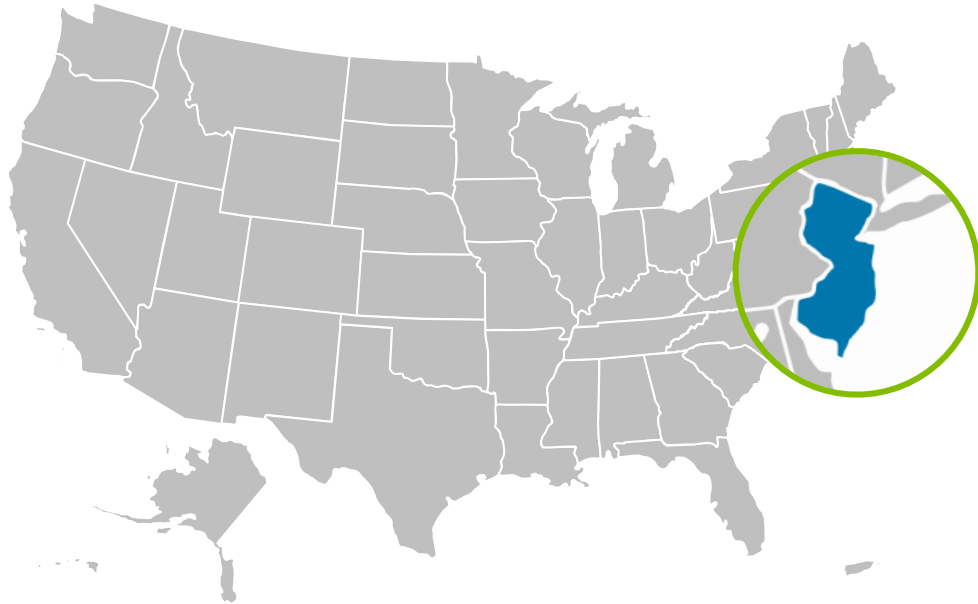
ESPORTS
INNOVATION CENTER
Stockton University Atlantic City



New Jersey is a National esports Hub

#8

NJ currently ranks 8th in state esports earnings; players earning ~ \$3.5 MM collectively in prize money annually.



Best-in-class digital infrastructure integral to industry success

World-class broadband and fiber-optic connectivity

Most densely populated state in the US with easy access to NYC and Philadelphia

New Jersey's PATH rail corridor (Jersey City, Hoboken, Newark) is an emerging cluster of tech workers and firms involved in the sports betting



Highly educated and talented technical workforce

- The esports industry is a global phenomenon which has millions of players in the United States alone and is projected to surpass \$1 billion in revenue by 2024.

- IBIS World reports that this year more than 270,000 people are employed by the video game industry in the United States.

- Sports betting in New Jersey went live in 2018.

- In June of 2021, New Jersey lawmakers passed a bill to include esports in the State's legal sports betting industry.



TIMELINE OF SUCCESS

New Jersey's dedication to esports isn't slowing down

Garden State has 187 New Jersey school districts and 225 schools making it among the largest K-12 esports leagues in the country.

January 2018

According to Nielsen Games Video Game Tracking (VGT), the number of gamers who say they are playing video games more now due to the COVID-19 pandemic has increased since March 23, 2020.

COVID 2020

Nerd Street Gamers announced the launch of a new state of the art LAN center at Rowan University



June 2023

Stockton University becomes among the first schools in the country to launch a business of esports major combining curriculum from the school of business, hospitality and tourism and computer science. Other institutions including Rowan University (Minor in esports) and Rutgers (certificate program in esports) have also introduced tailored industry programs



September 2023

2018

2019

2020

2021

2022

2023



September 2020

The entertainment and video game software development industry has roughly 4,500 employees in New Jersey with 1,335 game coding jobs ranking NJ 12th nationally.

October 2022

Stockton University, in partnership with the NJEDA, held a ribbon cutting for the Esports Innovation Center in its Atlantic City Residential Complex with the goal to promote and develop esports in Atlantic City and South Jersey.



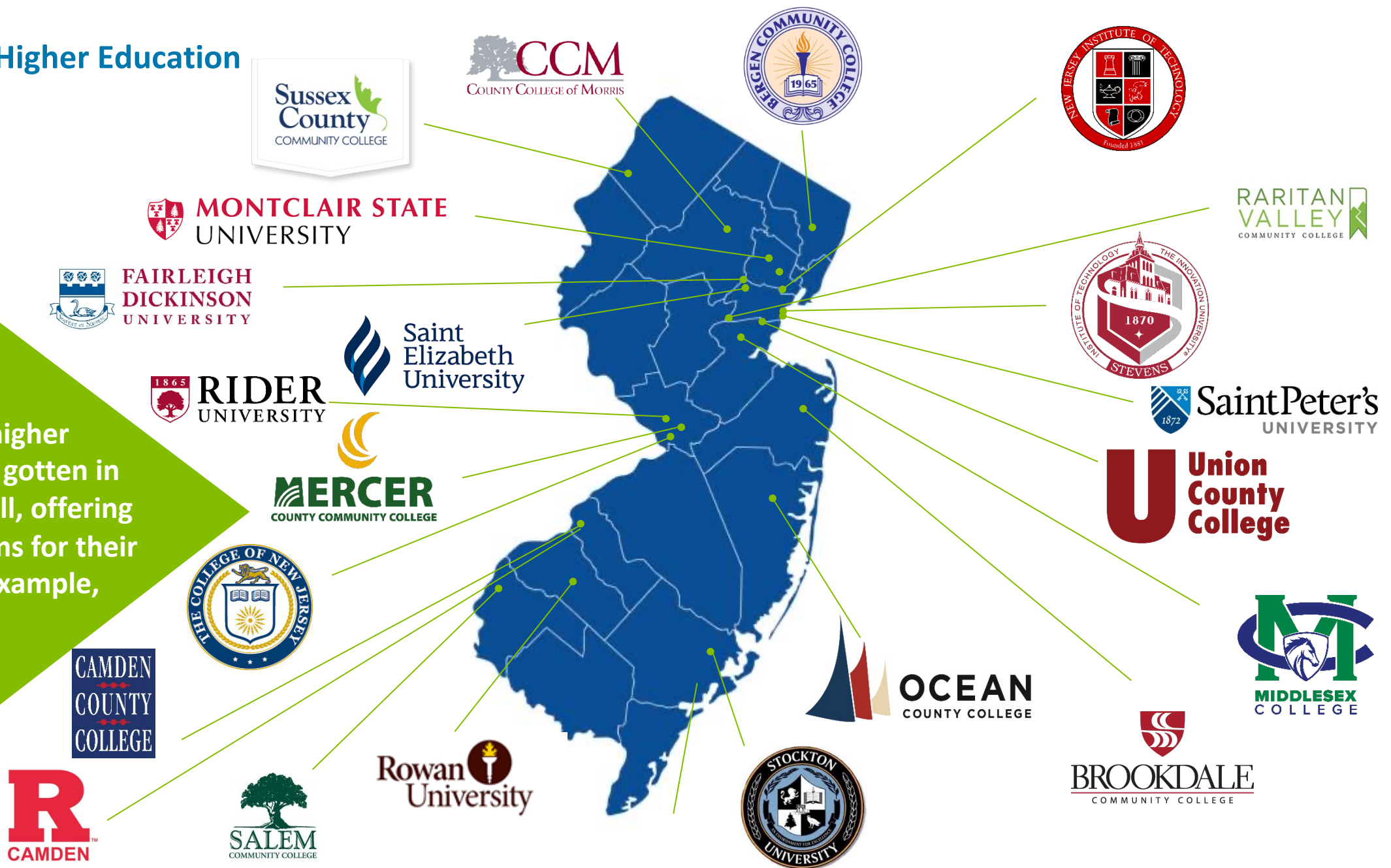
June 2023

The EIC in partnership with The State of New Jersey holds the North to Shore Esports Showdown at the newly enhanced Atlantic City facility. Over 300 people attended with thousands more viewing online streams



esports in Higher Education

Institutions of higher education have gotten in the game as well, offering esports programs for their students. For example,





SHI



Lenovo

THESE ORGANIZATIONS
HAVE SUPPORTED THE
GROWTH OF ESPORTS IN
NEW JERSEY BY JOINING
THE EIC AS MEMBERS



**BOYS & GIRLS CLUBS
OF ATLANTIC CITY**



NJ EDA

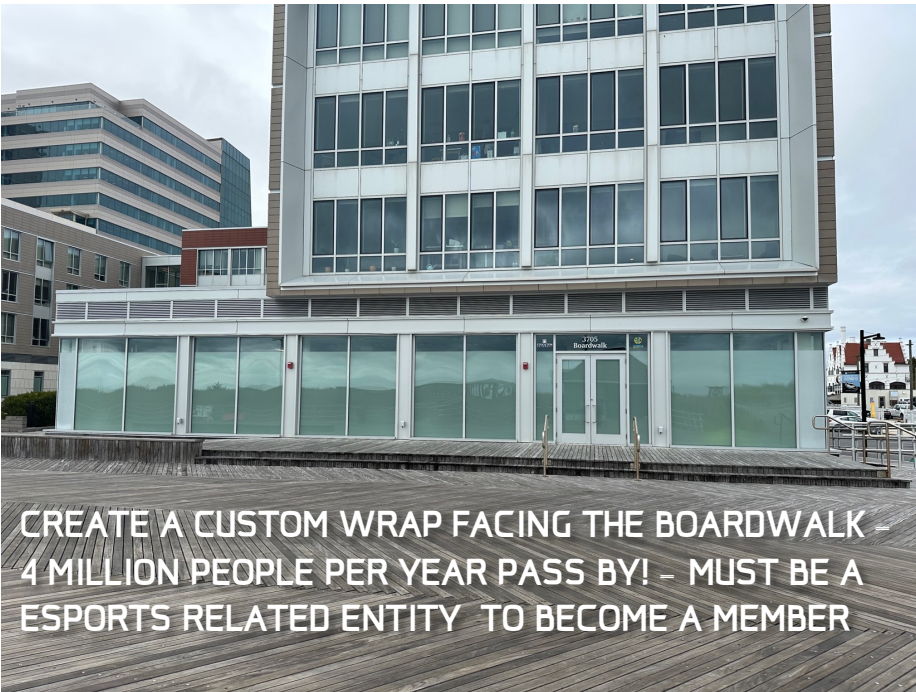
 **THE ESPORTS INNOVATION CENTER**



ESPORTS
INNOVATION CENTER
Stockton University Atlantic City



THE ESPORTS INNOVATION CENTER



A ready-built sports betting technology cluster

Some of the largest companies in the industry are choosing to relocate large parts of their technical and product development workforce to NJ



NOT EXHAUSTIVE

Lenovo



SAMSUNG



A leading-edge, progressive regulatory regime



THE NJ DIVISION OF GAMING ENFORCEMENT

A supportive partner for the industry, helping encourage compliant regulatory, product, and technological innovations

NEW JERSEY FIRST PROGRAM

14-day guaranteed approval of compliant products

TRANSACTIONAL WAIVERS

Shortens time-to-market and allows initially compliant companies to begin operation while full licensure process takes place

TECHNICAL SERVICES BUREAU

The country's only in-house testing and licensing lab

NEW JERSEY

Is the intellectual and technical capital of the esports betting industry

We'd love to connect with you!



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