



OPPORTUNITIES IN ESPORTS DATA

NEVADA GAMING CONTROL BOARD - ESPORTS TAC MEETING - MARCH 1, 2022

SAMUEL P MCMULLEN V

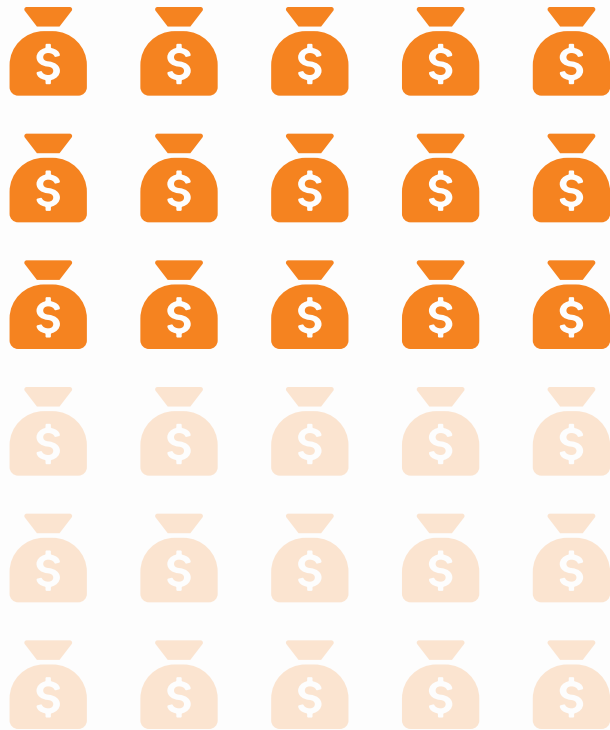


ESPORTS IS GROWING FASTER THAN EVER

\$947,100,000.0

\$1,084,000,000.0

\$1,800,000,000.0



2020



2021 (14.5% INCREASE)



2022 PROJECTION (NEWZOO)

IS THERE SUCH A THING AS TOO MUCH GROWTH

NO PANDEMIC SLOWDOWN OF ESPORTS BETTING DEMAND

2992%



UK GAMING COMMISSION REPORT Y-O-Y % INCREASE JULY 2020

INCREASES IN ANTICIPATED HANDLE LURES CHEATS AND EXPLOITS

ACCORDING TO IAN SMITH AT ESIC.GG

**92% OF
MATCH-FIXING
IS DRIVEN BY
BETTING FRAUD**

- **SOFTWARE EXPLOITS
(CHEATING TO WIN)**

AIM-BOTS, PERIPHERAL MACROS

- **ONLINE ATTACKS TO SLOW OR
DISABLE AN OPPONENT**

DISTRIBUTED DENIAL OF SERVICE, BANDWIDTH
EXPLOITS/MODS

- **MATCH-FIXING**

CHEATING TO LOSE, DELIBERATELY
UNDERPERFORMING

- **DOPING**

USING PERFORMANCE ENHANCING DRUGS
(STIMULANTS)

KNOWN PLAYERS ARE TRUSTED PLAYERS

IDENTIFYING A PLAYER BEYOND THEIR USERNAME OR EMAIL IS VERY HARD WHEN THEY AREN'T KNOWN, BUT IS A CRITICAL FACTOR WHEN INVESTIGATING BETTING FRAUD.



IAN SMITH

WE NEED COMPREHENSIVE STATE & FEDERAL DATA PROTECTION LAWS

AS REPORTED BY THE ABA, BUSINESS LAW TODAY, FEB 2021

IN THE U.S., THERE IS NOT YET A SINGLE, COMPREHENSIVE FEDERAL DATA PROTECTION LAW. THERE ARE SEVERAL FEDERAL LAWS THAT ADDRESS DATA SECURITY IN SPECIFIC AREAS, INCLUDING:

ELECTRONIC COMMUNICATIONS PRIVACY ACT (ECPA)

COMPUTER FRAUD AND ABUSE ACT (CFAA)

HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT (HIPAA)

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT (FERPA)

FEDERAL TRADE COMMISSION ACT (FTC ACT)

CONSUMER FINANCIAL PROTECTION ACT (CFPA)

FAIR CREDIT REPORTING ACT (FCRA)

CHILDREN'S ONLINE PRIVACY PROTECTION ACT (COPPA)

EXISTING LAWS REPRESENT HIGHLY DIVERSE FORMS OF DATA AND EXPECTATIONS OF PRIVACY, WITH DIVERGENT REQUIREMENTS FOR RELEVANT INDUSTRY ACTORS.**

DATA DRIVES DECISIONS & DECISIONS DRIVE DATA

FUTURE STANDARDIZATION OF DATA COLLECTION, PRIVACY AND COLLABORATION

CREDIBLE, TRUSTED **KNOWN ESPORTS PLAYERS, LEAGUES, TEAMS, FANS & USERS**

MERGED ID VERIFICATION, CONTINUOUS BIOMETRIC AUTHENTICATION, PATTERN RECOGNITION --
TITANAUTH.COM

PUBLISHER PARTNER NETWORK OFFICIAL DATA PROVIDER

SYSTEM WITH VALID, TRUSTED AND **DIRECT OFFICIAL DATA** LICENSE FROM THE PUBLISHERS TO PUBLISH AND PROVIDE CONSUMPTION AND VISUALIZATION TOOLS TO BROADCASTERS, FANS, COMMUNITIES, AND DEVELOPERS -- **GRID.GG**

THREAT ALERT NETWORK

CONTINUOUSLY EVOLVING MECHANISM ALLOWING **INSTANT** FRAUD AND CORRUPTION DETECTION AND PROSECUTION. -- **BET ALERT, ESIC.GG.**

SPORTSBOOK & CASINO OPERATORS

BRICK AND MORTAR AND ONLINE GAMING PROVIDERS RECEIVING AND CONSUMING DATA FROM ESPORTS CONTENT PROVIDERS AND SUPPORT NETWORKS AND CREATING A RECIPROCAL FEEDBACK LOOP.

BROADCASTERS, ORGANIZERS

TWITCH.TV, YOUTUBE GAMING., EVENT DISTRIBUTORS (READYUP.COM).

REGULATORS & LAWMAKERS

CREATING UNIQUE AND NEW LEGISLATION AND LAWS THAT WILL ALLOW THE ABOVE INDUSTRY PROVIDERS TO LEGALLY AND ETHICALLY SHARE INFORMATION WITHOUT VIOLATING PRIVACY AND DATA PROTECTION AND CYBERSECURITY LAWS

NEXT GENERATION APPLICATIONS

INSTANTANEOUS, DISTRIBUTED., INTELLIGENT SAFER AND CHEAPER, WITHOUT SACRIFICING SECURITY

QUESTIONS OR COMMENTS



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THANK YOU

SEE WWW.FIVEGEN.COM FOR MORE INFORMATION & CONTACT

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