

# PARTNERSHIPS IN SPORTS GAMING

SOLUTIONS FOR MARKETING,  
CONTENT & TECHNOLOGY



ALARM SPORTS NETWORK



# ABOUT ALARM SPORTS NETWORK

## OUR MISSION

Our Mission is to create products, services and content that both entertains and informs so that sports fans can learn, play and win in all their gaming whether it is fantasy sports, sports betting or something in between. ASN will do that through destination sites like FantasyAlarm.com & WagerAlarm.com, data services and data scientist platforms from FANjections.com and through B2B services for custom solutions using our proprietary platform.



**ALARM SPORTS NETWORK**

- Market leader in fantasy sports content premiums and tools among all independent sites and part of user's daily routine
- Platform for major brands and endemics to take part in our success in deep integrated partnerships that help both parties
- Dedicated content staff capable of branching into other areas of sports
- Strong proprietary technology to power integrated sports platforms and tools

# THE ALARM SPORTS NETWORK

**FANTASY  
ALARM**

Super-serving the fantasy sports community with top-notch analysis, customized tools and entertainment.

**WAGER  
ALARM**

Wager Alarm is developing SMARTWager™, a personalization tool for the casual sports bettor.

**ASN**

**ALARM SPORTS NETWORK**

**FANjections**

FanJctions puts the power in the peoples' hands giving them the ability to harness our technologies to create their own prediction engines.

Be **ALARMed**

Creating customizable white label solutions for sports media companies.

# ABOUT FANTASYALARM

Fantasy Alarm (FA) is a media company with a strong dedicated team approach delivering high value content, personalization and interactivity to fantasy sports players.

**FSTA Best Radio Show  
Award Winner on SiriusXM**  
The Fantasy Alarm Show  
Hosted by Howard Bender &  
Jim Bowden

**Avg mo UUs/PVs**  
200,000 / 5 Million

**Avg time on site**  
22 min & 05 sec per

**Collective Twitter followers**  
350,000+

**Award Winning Premiums**  
LeagueSync® Technology, Lineup  
Generators, Draft Guides for MLB/  
NFL/NHL/NBA& the Playbook PRO  
Monthly Products for eight sports.

**Major Partnerships with**  
**Rotoworld, Sporting News,**  
**Yahoo!, New York Post,**  
**Monkey Knife Fight, RT Sports,**  
**Fanball, and many other media**  
**companies.**





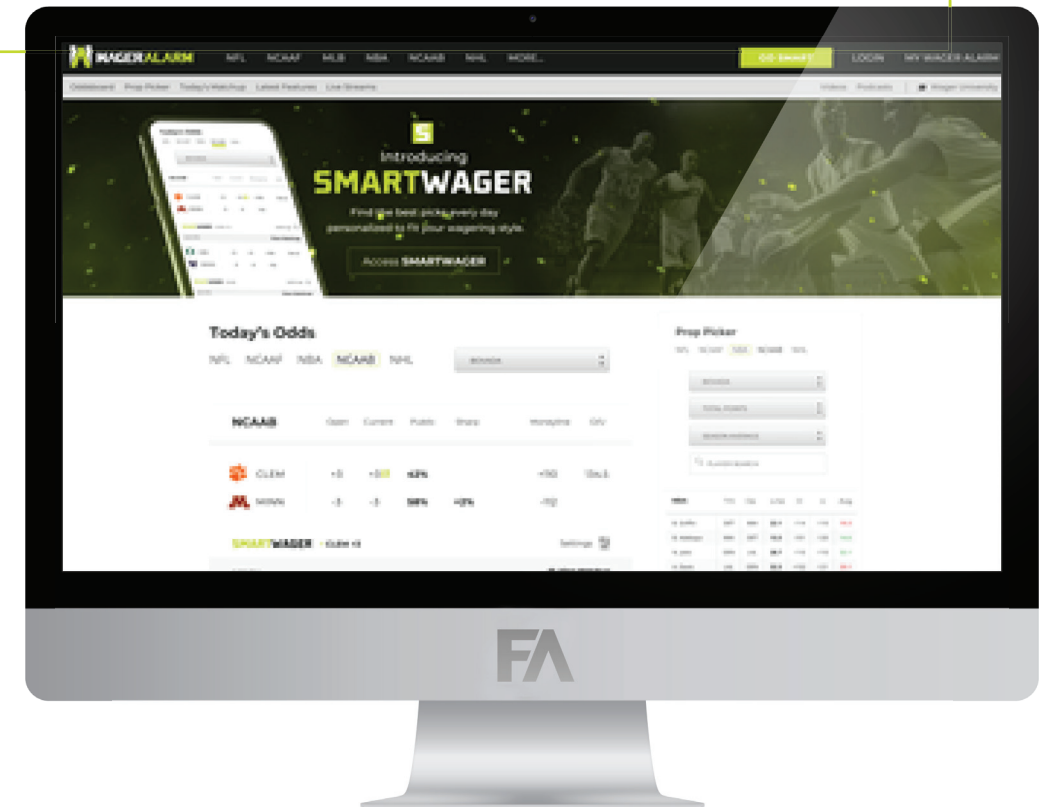
Our mission is to create products that not only help users find more winners, but more importantly, more winners within events that they like. Wager Alarm provides both with interesting, fun broadcasts and the SMARTWager platform to personalize the experience of finding winners.

Wager Alarm was founded in 2010 to **deliver lines alarms to sports wagers.**

Wager Alarm now **produces highquality live streams, videos, and best bets covering 10 sports.**

**SMARTWager is a platform that will be merged on to WagerAlarm.com in July 2020** and will be licensed to media companies.

**Westgate Superbook Top 100** in 2018



# OUR PHILOSOPHY

Alarm Sports Network (ASN) is a leader in fantasy gaming. ASN built a custom CMS for sports with integrated features that allow us to create value, engagement & customers for partners. ASN creates high long-term value and “branding” for companies within or outside of fantasy gaming. ASN developed a deep set of tools for fantasy gamers players that are created on a platform that can be provided for fantasy gaming players.

**Here are some of the ways that we partner with companies :**

## **Integrated Marketing**

The ASN sites and systems have built in marketing mechanisms to include YOUR brand & direct marketing messaging with every content piece or interactive tool on any of ASN properties.

## **Live Streaming Production**

ASN’s live streaming technology allows hosts to use skype and for us to broadcast to Twitter, Facebook, YouTube and as many websites as we want simultaneously and synchronized.

## **White Label Content or Tools Sites**

ASN technology produces state of the art sports tools in any look & feel so companies can focus on their core competencies.

## **Content Creation**

ASN has 40 plus content creators for written, audio, video and live streaming content delivered to all the ASN properties.

# RADIO SHOWS

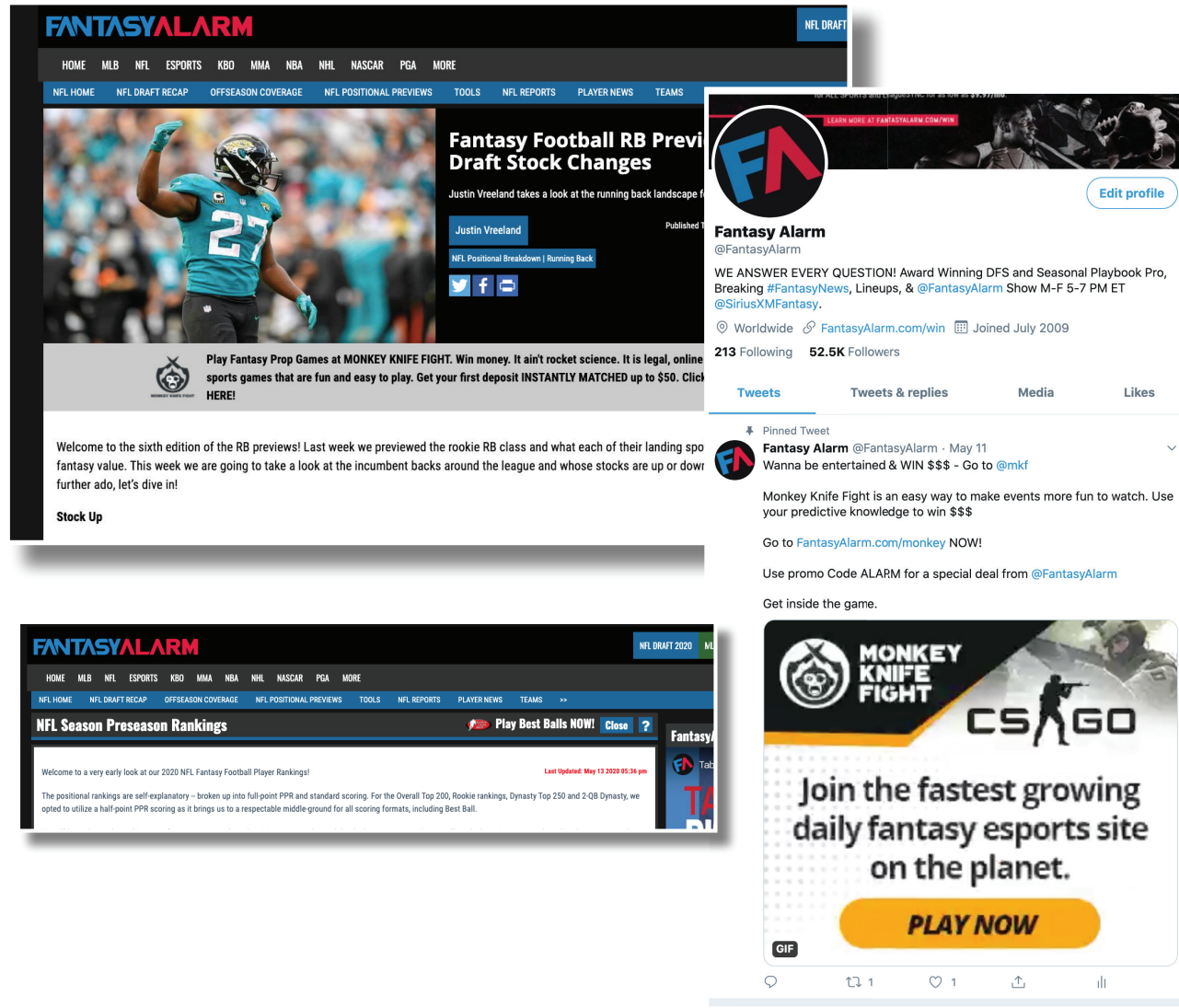


The Fantasy Alarm Show with Howard Bender and Jim Bowden, which airs M-F from 4-6 pm ET on SiriusXM, is the winner of the FSTA Award for Best Radio Show. It is a blend of comedy and sketches that are both educational and entertaining. Bender brings fun comedic energy, and Bowden is one of the most entertaining well-respected baseball analysts. The two together are radio platinum. The information saves listeners time in their research, and the entertainment makes them happier and has more fun with their hobby.



The Alarm After Hours Show with Justin Fensterman and co-hosts Adam Ronis, Jennifer Piacenti, and Howard Bender, which airs M-F from Midnight-2 am ET on SiriusXM, is the late-night bar games and hijinks show of the Fantasy Sports Radio schedule. AAH combines high-energy personalities, LIVE sports payoffs of the day's predictions, and the FIRST look at tomorrow's games. Fensty brings unique energy while the others bring trash-talking game playing fun that the audience can play along with.

# INTEGRATED MARKETING



## ON THE SITE – TEXT LINKS

News ribbon, cover story, below the cover story, within the features & special links.

## WITHIN ALL ARTICLES

Placement on the top of the articles and the longer item immediately on top of content is the most clicked on promotion on the site.

## E-MAILS & NEWSLETTERS

Custom e-mails created by us or by your marketing department to get your message to our 150,000+ email database.

## SOCIAL MEDIA

Over 350,000 followers combined on Twitter, a strong Facebook presence plus proprietary Forums, Live Chat 12 Hours a day and Auditorium style chat rooms for Sundays for NFL.



# MULTI-MEDIA MARKETING



## LIVE STREAMING

The Alarm Sports Network developed technology to broadcast live streams with multiple hosts to Twitter, Facebook, YouTube, our site and an infinite number of other sites through a YouTube embed. We produce these for MLB & NFL and plan to expand. We can promote from this platform or PRODUCE Live Streams for your business.

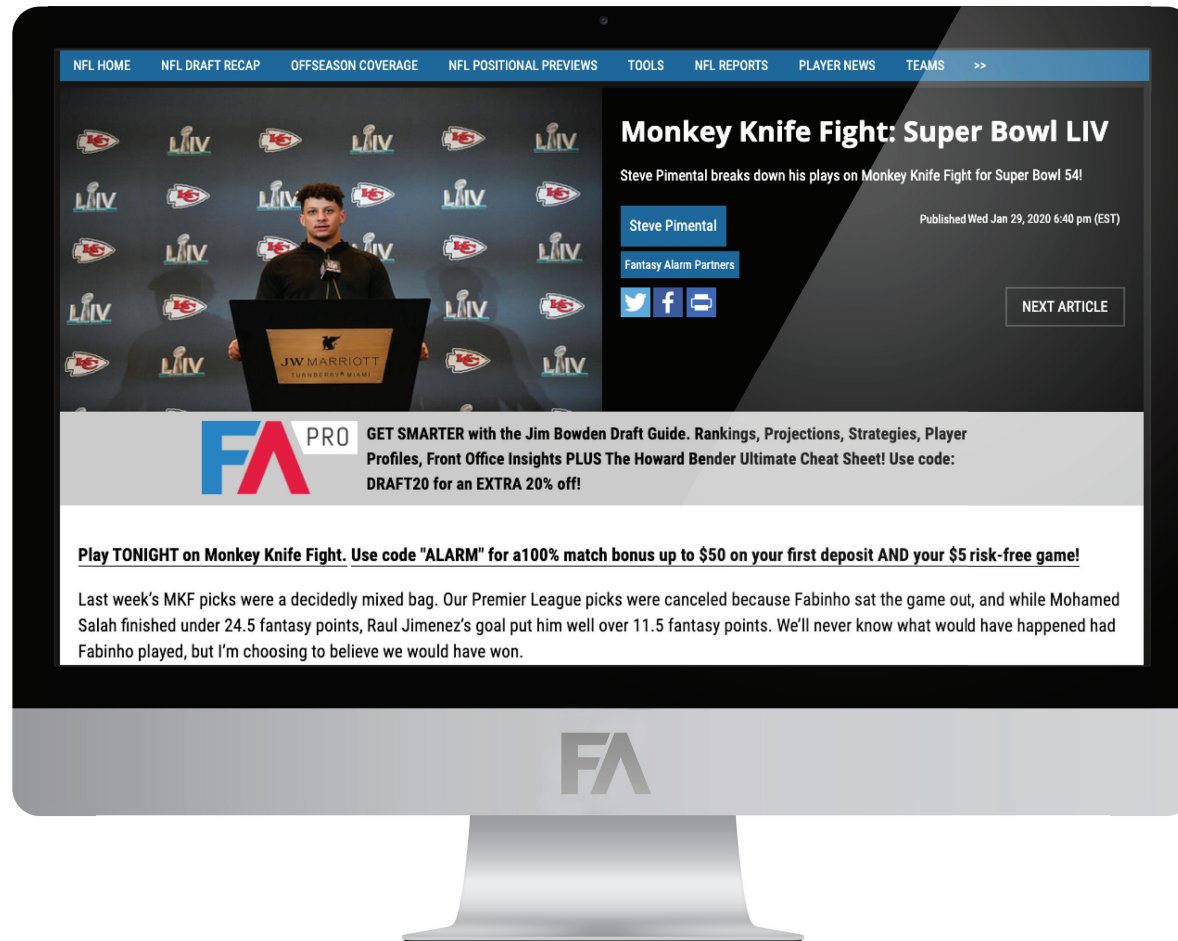
## VIDEOS

ASN produces five to ten videos a week and will expand starting with NFL 2018. FA's publishing system distributes these to Youtube, Sporting News & Yahoo! giving greater viewing audience to ASN videos.

## PODCASTS

ASN produces podcasts on all sports every day. These are also expanding and distributed through ASN Properties, TuneIn, Soundcloud and iTunes.

# ADVERTORIAL & SPECIAL CONTESTS

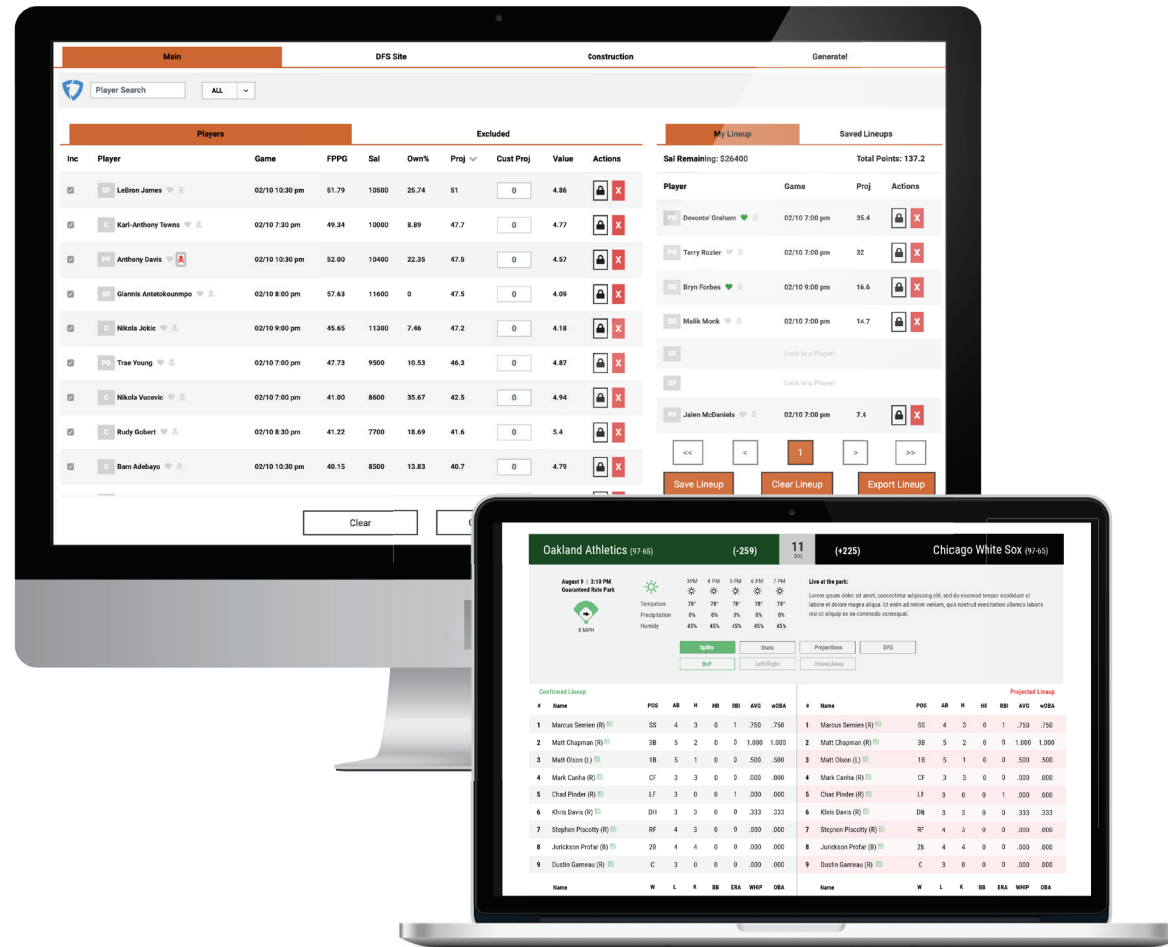


## PLAY ON YOUR SITE

For games partners, ASN writes articles within our properties to teach people how to play games on YOUR platform. For brands, ASN can create simple prop contests to expose YOUR brand to the ASN community.

The content can be delivered exclusively to be posted on YOUR site, on ours or both. ASN has expertise in eight sports to deliver what YOU need.

# SALARY & SCORING INTEGRATION



## YOUR SALARIES & SCORING

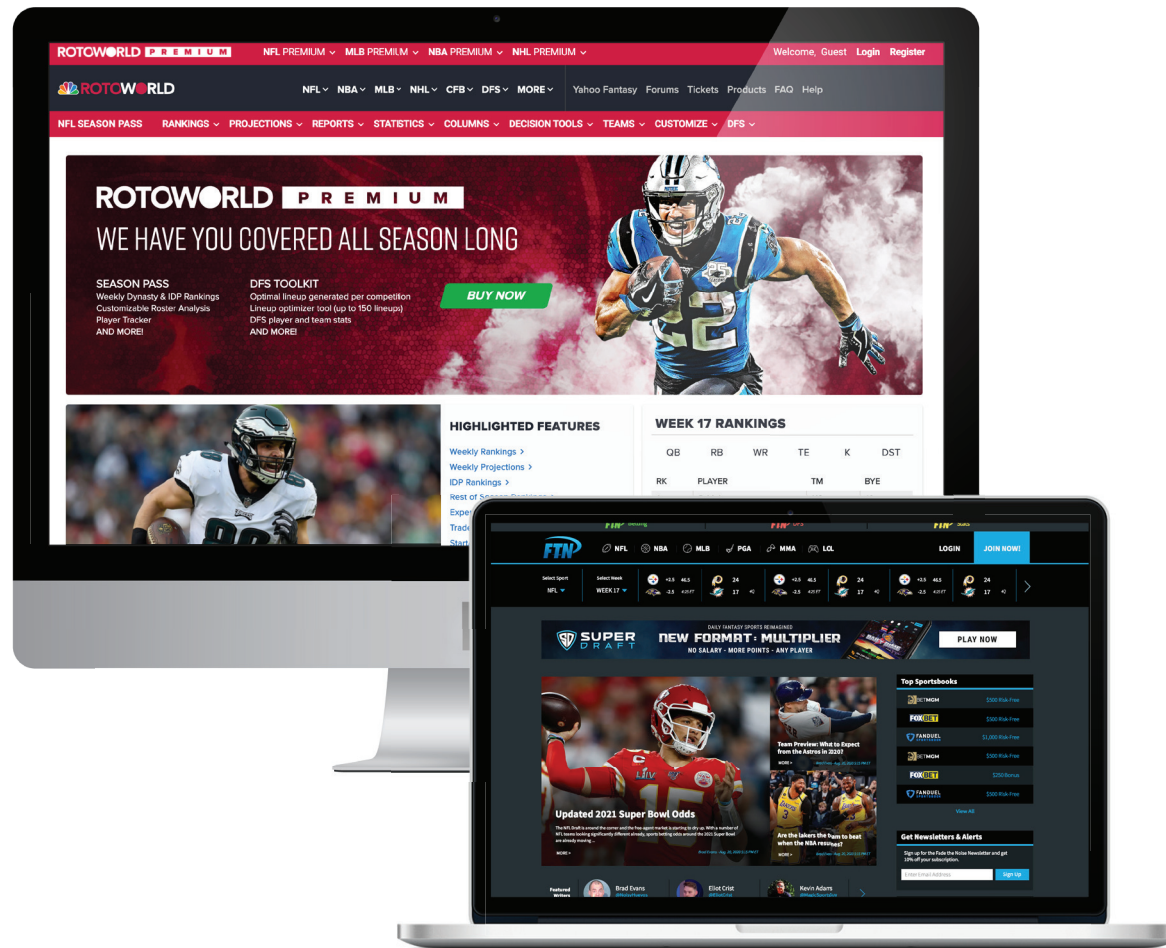
If you have salaries or a scoring system, ASN can integrate them into our ecosystem. It is on every news item, team page, news page and within our tools, products and services.

ASN can create these tools in your look & feel as well.

## TOOLS INTEGRATIONS

*All tools including but not limited to Lineups, Daily Projections, Playbooks, Rankings, Optimal Lineups, Sortable Stats, Coaches, ALL Lineup Optimizers.*

# CUSTOM WHITE LABEL CONTENT & TECHNOLOGY



The ASN platform is custom built which allows us to separate presentation from the data or content. ASN can provide a content-rich, stats-support custom website for your company's needs and coverage.

ASN can white label individual tools to your specifications including our lineups, weather and lineup generator tools that are the industry leaders. ASN can integrate YOUR projections, algorithms and other proprietary mechanisms to create a state-of-the-art lineup generator for producing winning lineups in YOUR game.



# PARTNERSHIPS



## YOUR SUCCESS IS OUR REWARD

ASN is proud of our ability to create WINNING partnerships that are not about money but about success for both the partner and ASN. ASN has a wide range of resources, contacts and experience that help us to help many companies small and large achieve their goals.

ASN is partners with many top brands and emerging technologies & games companies. ASN strives to work our hardest to achieve YOUR goals.

# SUMMARY

The Alarm Sports Network will work with you to create integrated marketing plans to extend YOUR brand plus distribute YOUR product to a broader audience. If you want more personalized solutions, ASN can create unique content, tools, and a web presence for YOUR brand, products, and services.

## PLAYERS

You won't just get signups, ASN will create players who deposit and play games with you long term.

## BRANDING & ENGAGEMENT

Your brand will be highlighted throughout ASN Properties as an endorsement. By creating competitions against ASN talent, ASN creates an ongoing environment to play, have fun, and even if they lose, it is excellent entertainment and joy that is associated with YOUR brand.

## WHITE LABEL CONTENT & TOOLS

Have ALARM SPORTS NETWORK create a TURNKEY SOLUTION for a content-rich stats supported customizable website.

# FANTASY INDUSTRY

APPENDIX



ALARM SPORTS NETWORK

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# FANTASY SPORTS HISTORY

TO THE FOUNDERS  
OF FANTASY FOOTBALL



## WHAT IS FANTASY SPORTS?

Participants manage a virtual team of professional athletes

Teams score points based on actual athlete performance

- 1962:** Bill Winkenbach invented Fantasy Football (right)
- 1979:** Daniel Okrent invents Rotisserie Baseball
- 1984:** Glenn Waggoner published the official Rotisserie rules
- Mid-90s:** Internet causes fantasy sports to explode
- 1996:** Companies make first online commissioner, games & premiums.
- 1999:** Yahoo! Launches Fantasy Sports Games – FREE!
- 2000:** CBS SportsLine makes Leagues Free & creates over 2M players
- 2002:** Sports leagues & media companies change their focus to Fantasy Sports as a real revenue generator to start the revolution
- 2005:** ESPN begins its Fantasy Sports Journey
- 2006:** NBC buys League Manager, Games & Content (Rotoworld)
- 2007:** CBC v MLBAM case falls in favor of Fantasy Sports Industry
- 2009:** Daily Fantasy Sports Games begin to proliferate.
- 2015:** Fanduel & DraftKings raise a combined \$1B. Fanduel & DraftKings explosion brings legislative scrutiny that causes the industry to be regulated state-by-state
- 2016-17:** Contraction of DFS Operators (from over 60 to less than 15)
- 2018:** Twenty states have clarified laws with two pending (LA & CT)
- 2019:** FSTA becomes Fantasy Sports Gaming Association to address fantasy sports incredible cross-over with sports betting



# DEMOGRAPHICS

General Population  
Vs Fantasy Players  
Vs Sports Bettors



Gender		Gen Pop 18+	Fantasy Players	Sports Bettors
♀♂	Male	48%	82%	80%
	Female	52%	18%	20%

Age		Gen Pop 18+	Fantasy Players	Sports Bettors
🎂	Average age	47	37	39
	18 to 34	30%	48%	48%
	35 to 54	34%	45%	38%
	55+	36%	7%	15%

Education		Gen Pop 18+	Fantasy Players	Sports Bettors
🎓	HS or less	40%	12%	14%
	Some college	31%	23%	23%
	University +	29%	65%	62%

HH Income		Gen Pop 18+	Fantasy Players	Sports Bettors
💰	<\$50K	37%	26%	27%
	\$50K to <\$75K	19%	23%	22%
	\$75K+	44%	48%	50%

Employment		Gen Pop 18+	Fantasy Players	Sports Bettors
🏃	Full-time	49%	75%	73%
	Part-time	10%	10%	7%
	Retired/ homemaker	34%	7%	11%
	Student	4%	3%	3%
	Unemployed	4%	4%	4%

# PARTICIPATION FACTS

**Fantasy Sports Players** = 66% (34% Exclusive), Sports Bettors = 66% (34% Exclusive), Exclusive DFS Players = 7%, Exclusive Traditional Players – 14%

**Participate in ALL THREE** = 19% (59% of all Cross-Over Players)

**Cross-Over Players** = 32%

- More likely to Play DFS (78% do).
- More likely to play more often & BET more often.
- Play in more leagues (7 compared to 6 for Traditional Players, 5 for Exclusive Fantasy Players and 4 for Exclusive Traditional Players).
- Spend more time & more money on their hobby in both sports betting & fantasy sports.
- More likely to make parlay/teaser bets, which are more similar in nature to fantasy sports (esp. DFS).

# CONSUMPTION FACTS

**Desktop or Laptop to Play:** Traditional FS: 67%; DFS: 62%; Sports Bettors: 51%

**Smartphone to Play:** Traditional FS: 55%; DFS: 60%; Sports Bettors: 44%

**Tablet to Play:** Traditional FS: 27%; DFS: 29%; Sports Bettors: 22%

**Stats Tools Packages:** Traditional FS: 28%; DFS: 34%; Sports Bettors: 24%

**Premium Advice Packages:** Traditional FS: 20%; DFS: 29%; Sports Bettors: 20%

**Tout Services:** Traditional FS: 18%; DFS: 17%; Sports Bettors: 17%

**Cheat Sheets:** Traditional FS: 15%; DFS: 16%; Sports Bettors: 14%

**Sports Viewing/Listening Packages:** Crossover Players indexed > Fantasy Players or Sports Bettors and Fantasy Player Indexed higher than the Sports Bettor.

**Social Media:** The DFS Player indexed SIGNIFICANTLY higher than the Traditional Player who was slightly higher than the Sports Bettor.