

COMMUNITY

MEDIA KIT

1



SPEEDKINGJOBIN



REAL CHANGE CHALLENGE

MK

0



GODSEYES



HBCU

HBCU

CXM

**LEADERS
OF THE**



**NEW
*COOL***

CXM

SUMMARY



CXMMUNITY

Is not just a digital publication; it's a movement aimed at transforming the gaming landscape. Our platform goes beyond traditional boundaries, spotlighting the intersections of the Digital Creator economy, Gaming, Anime, Music, and Pop Culture. Cxmmunity Media is not just about gaming; it's about culture, lifestyle, and the unique stories of creatives who've often been overlooked. Through compelling content, community building, and immersive experiences, we're here to celebrate gaming culture, redefine the creator economy, and amplify the global digital entertainment community.

OUR CAPABILITIES

EDITORIAL

EXPERIENTIAL

GAMING STRATEGY

CONTENT STRATEGY

EVENT PRODUCTION

PAID MEDIA STRATEGY

INFLUENCER STRATEGY

MULTICULTURAL MARKETING

ENTERTAIN // ENGAGE // EDUCATE

CXM

GAMING

THE POWER OF GAMING

Esports/Gaming is a multibillion-dollar, global business with opportunities for brands to engage with fans on a deeper level than the legacy sports ecosystem allows.

3 BILLION

GAMERS WORLDWIDE AS OF 2023

\$200B

ANNUAL GLOBAL GAMING MARKET

ESTIMATED REACH IN 2025

1B+ HOURS

OF GAMING CONTENT CONSUMED

EVERY MONTH

ENTERTAIN // ENGAGE // EDUCATE



CXM

AUDIENCE



GENDER

- 75% MEN
- 25% WOMEN

AGE RANGE



OUR REACH

OUR REACH

Established the largest collective of multicultural digital gaming content creators.

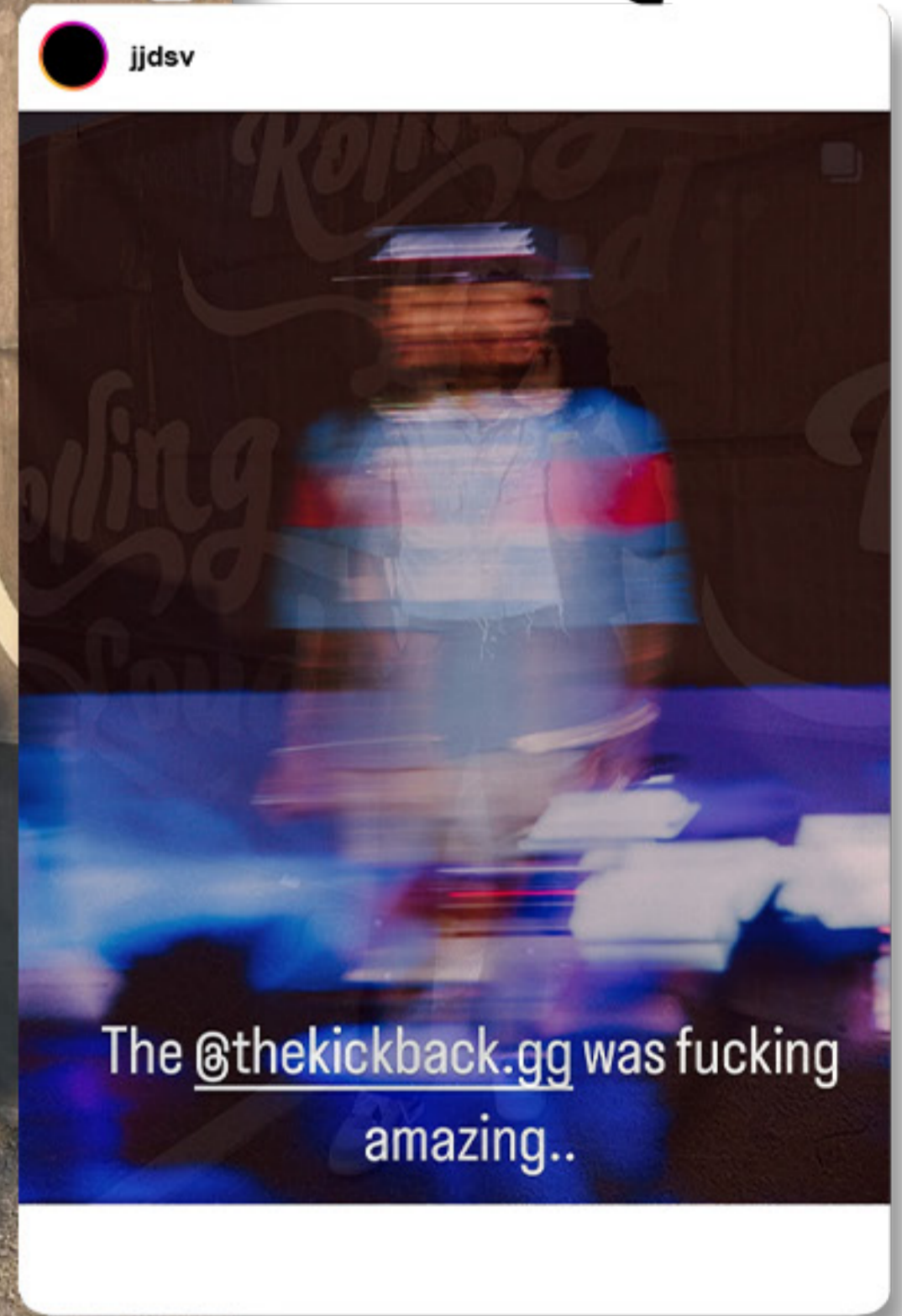
3.7 MILLION
FOLLOWERS

45 MILLION
Monthly Impressions

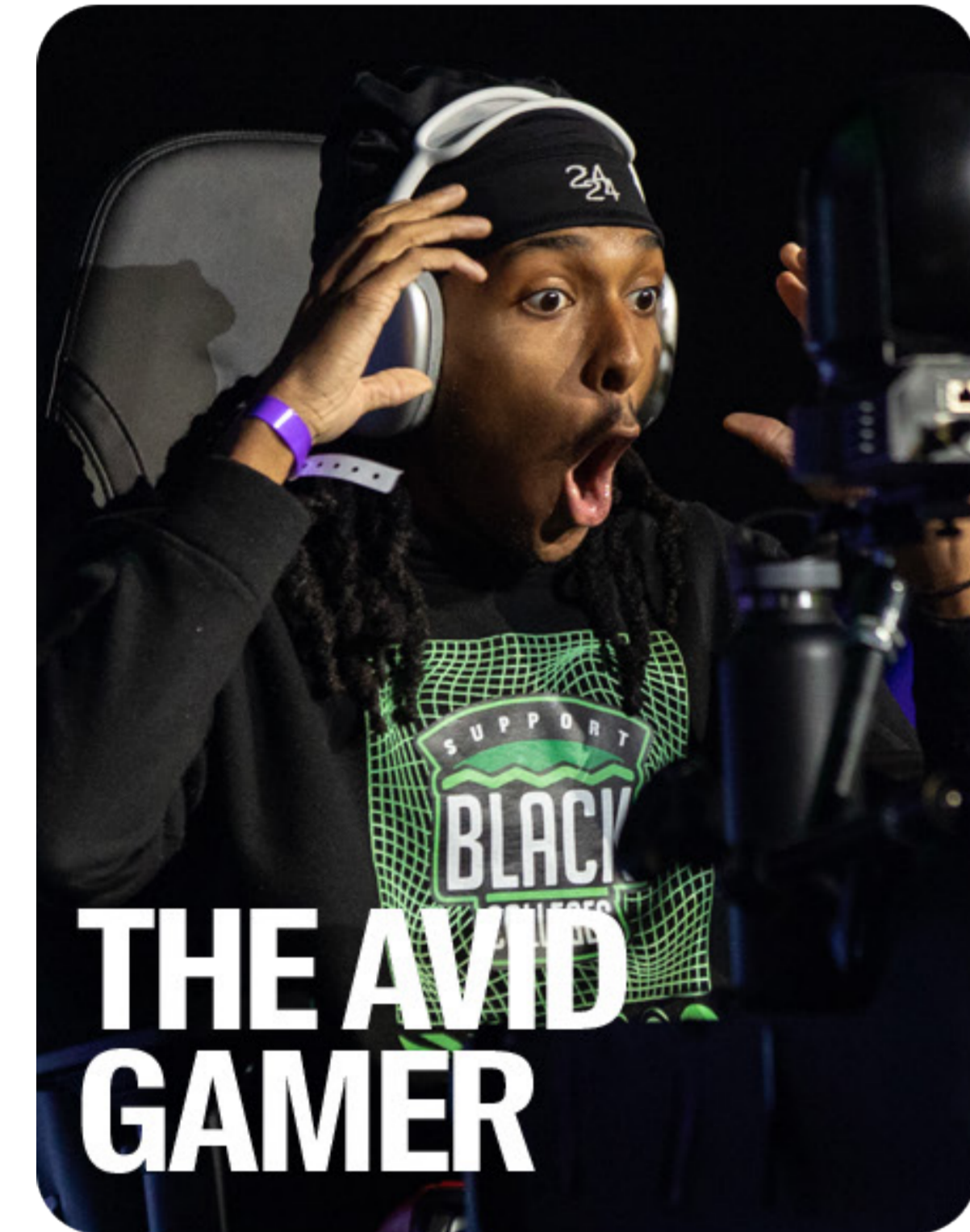
41 THOUSAND
Email Newsletter Database

1 THOUSAND+
CONTENT CREATOR COLLECTIVE

TAIN // ENGAGE //



THE COMMUNITY



THE AVID GAMER

Passionate about playing video games across multiple platforms, gamers seek engaging experiences, whether through competitive play, casual exploration, or immersive storytelling, and stay connected to gaming culture through events, communities, and new releases.



ANIME ENTHUSIASTS

Creative and community-driven, cosplayers bring their favorite characters to life through intricate costumes and performances, often participating in conventions, contests, and social media to showcase their work and connect with like-minded fans.



COSPLAYERS

Deeply invested in anime series and films, anime enthusiasts enjoy exploring a wide range of genres, following new releases, and engaging with the culture through conventions, online communities, and merchandise collections.



STREAMERS & CONTENT CREATORS

Streamers and content creators build dedicated audiences through live streaming, videos, and interactive content, focusing on gaming, entertainment, or niche interests, while balancing content production with community engagement and personal branding.

THE COMMUNITY

Our properties aim to align our partners with the identities, beliefs, and ideologies of a whole new subset of youth culture. Ensuring that your organization or product takes on a new meaning, where they adopt it as a cultural product and use your brand to signal their identity to the world.

The logo for HBCU ESPORTS features the text 'HBCU' in a large, bold, white, blocky font, with 'ESPORTS' in a smaller, white, sans-serif font directly below it. The entire logo is centered on a dark grey rounded square background.

HBCU
ESPORTS

HBCU ESPORTS

The logo for 'The Kickback' features the word 'The' in a small, white, cursive font above the word 'Kickback', which is written in a large, white, cursive script font. The logo is centered on a dark grey rounded square background.

The
Kickback

THE KICKBACK

The logo for TRAP SUSHI features the words 'TRAP SUSHI' in a stylized, white, blocky font with a black outline. Below the text is a graphic of a white bowl with a yellow chopstick and a red starburst. The entire logo is centered on a dark grey rounded square background.

TRAP SUSHI
トラップ寿司

TRAP SUSHI

The logo for CXMMUNITY BATTLEGROUND SERIES features the word 'CXMMUNITY' in a small, white, sans-serif font above the word 'BATTLEGROUND', which is written in a large, bold, white, blocky font with a blue and pink gradient. Below 'BATTLEGROUND' is the word 'SERIES' in a smaller, white, sans-serif font. The entire logo is centered on a dark grey rounded square background.

CXMMUNITY
BATTLEGROUND
SERIES

BATTLEGROUND SERIES

The logo for DIGITAL PROGRAMMATIC features the words 'DIGITAL' and 'PROGRAMMATIC' stacked vertically in a large, white, bold, sans-serif font. The logo is centered on a dark grey rounded square background.

DIGITAL
PROGRAMMATIC

DIGITAL PROGRAMMATIC

PORTFOLIO OF PROPERTIES

HBCU ESPORTS LEAGUE



The first-ever competitive esports leagues for students at historically Black colleges and universities (HBCUs), blending competitive gaming with culture, creating a unique platform for underrepresented gamers to showcase their skills and earn scholarship money to compete in competitive video gameplay.

Over 46 Active HBCU Gaming Programs

50+ Million Views across 4 seasons

Over \$2M in scholarships for HBCU students through competitive gameplay

PORTFOLIO OF PROPERTIES



THE KICKBACK

The Kickback is an educational, entertainment, and media platform with a series of livestream events focused on the intersection of gaming culture, music, and tech. It's mission is to cultivate innovation, creativity, and ensure career opportunities for the next generation of diverse talent.

Multi-City Tour

Annual Event Attendees: 15K

Concert featuring A-List Artists

Thought Leadership Panels and Gaming Experiences

PORTFOLIO OF PROPERTIES



Trap Sushi blends the worlds of anime, gaming, and hip-hop culture through live events and digital content, creating a one-of-a-kind experience that taps into the diverse interests of our community.

Avg. 20K Annual Event Attendees per Month
42% of American GenZ watch or consume anime content weekly.
18% of that is AA, compared to 10% of Asian Americans*
28% of American Anime fans are Hispanic*

*Sourced from Polygon, 2024

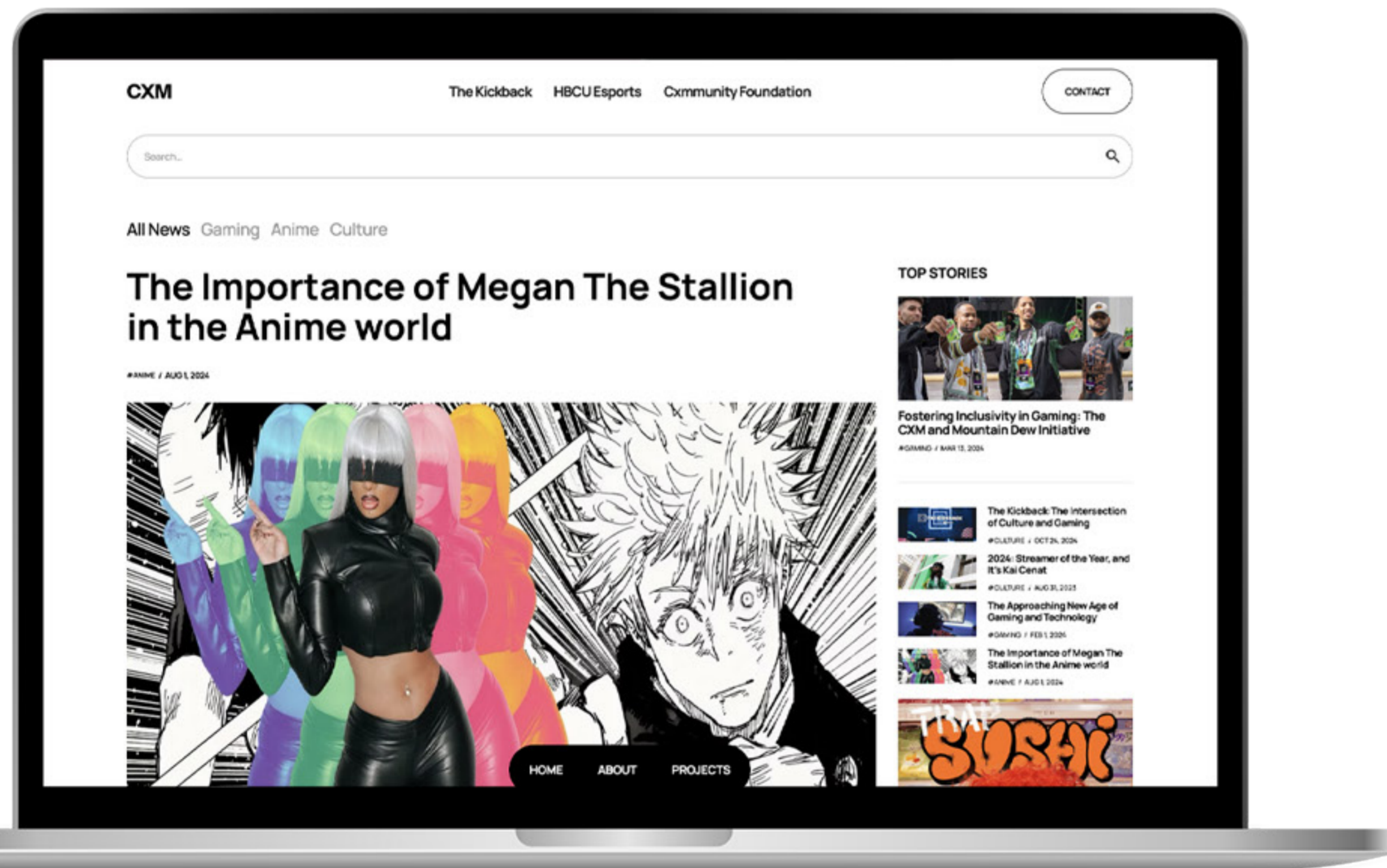
PORTFOLIO OF PROPERTIES



Cxmmunity Battlegrounds is an interactive gaming tournament series designed to engage casual gamers, gaming content creators, influencers, celebrities, and the broader gaming community. Each month, participants compete digitally in a variety of game tournaments, battling it out for cash prizes while showcasing their skills and building connections across the gaming ecosystem. The series provides an exciting platform for creators to collaborate, engage with fans, and elevate their presence within the gaming community, all while fostering a sense of friendly competition and community spirit.

PORTFOLIO OF PROPERTIES

OUR PROGRAMMATIC SOLUTION



CXM is not just a digital publication; it's a movement aimed at transforming the gaming landscape. Born from the shared passions of youth culture, we're on a mission to create the largest hub for gamers worldwide. Our platform goes beyond traditional boundaries, spotlighting the intersections of the **Creator economy, Gaming, Anime, Music, and Pop Culture**. Cxmmunity Media is not just about gaming; it's about culture, lifestyle, and the unique stories of creatives who've often been overlooked. Keeping our community engaged through **compelling editorial and video content, community building, and immersive experiences**, we're here to celebrate gaming culture, redefine the creator economy, and amplify the global digital entertainment community.

VIDEO
SEARCH
CTV/OTT
NATIVE DISPLAY
RESEARCH & INSIGHTS



THE CXMMUNITY FOUNDATION

The Cxmmunity Foundation is a 501c3 with a mission to increase the participation of minorities within the esports and video game industry so that there is an equal opportunity as new jobs and professions are being created.

We do this by helping youth develop skills within business-management and STEAM by exposing them and providing access to video game publishers, film productions, sports and entertainment executives, professional athletes, and world-renowned artists.



CXMMUNITY

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SOCIALS:

[YOUTUBE.COM/C/CXMMUNITY](https://www.youtube.com/c/cxmmunity)

[INSTAGRAM.COM/CXMMUNITY.CO/](https://www.instagram.com/cxmmunity.co/)

[LINKEDIN.COM/COMPANY/CXMMUNITY-MEDIA-CXM/](https://www.linkedin.com/company/cxmmunity-media-cxm/)

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