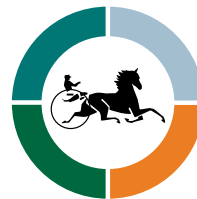


*In Focus*

# Why Digital Entertainment?



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# Entertainment Revolution

Entertainment is on the cusp of a revolution. More consumers are either playing video games or watching some one play them.

The days of simply watching and willing your favorite team to a win from your couch are gone. With the advent of online gambling in the United States, more fans have a financial stake in games and are more concerned with the “spread” and total scores.

As the driver of this global paradigm shift in entertainment, video games, eSports and the online gambling industries are seeing tremendous growth.

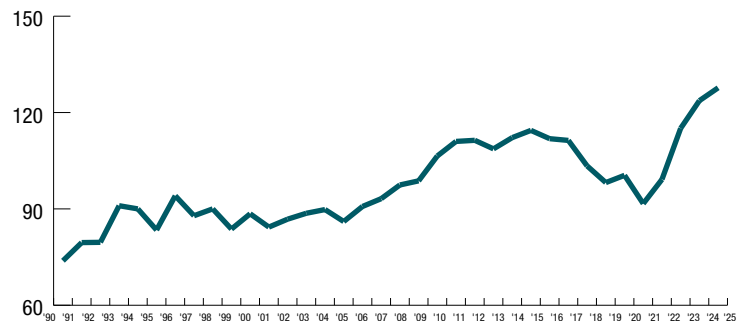
\*Projected  
Middle - American Gaming Association, February 2024  
Bottom - Newzoo; Sports Business Journal

# Dawn of a New Sports Era

Online Gambling has embedded itself into mainstream sports media conversations as multiple broadcasts and shows are now dedicated to viewing sports through a sports betting lens.

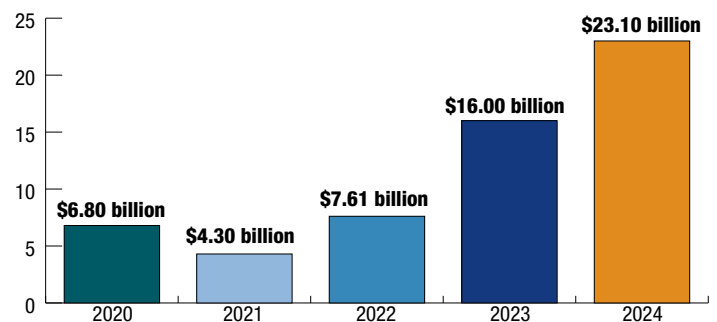
## Super Bowl TV Viewership in the U.S. 1990 - 2025 (in millions)

The Super Bowl is one of the most watched media events annually. It also is one of the biggest sports betting events.



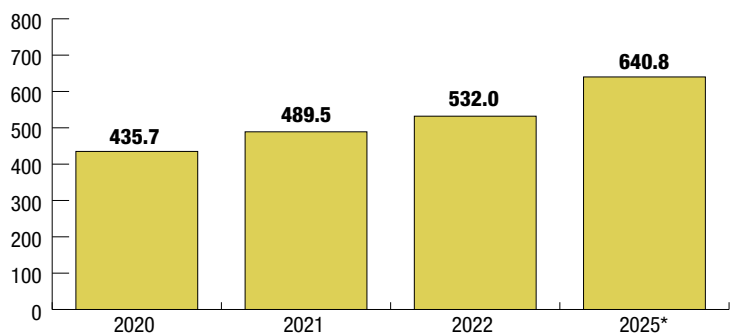
Variety. (February 2025). TV viewership of the Super Bowl in the United States from 1990 to 2025 (in millions) [Graph]. In Statista. from <https://www.statista.com/statistics/216526/super-bowl-us-tv-viewership/>

## Amount of money bet on the Super Bowl in the U.S. 2020 - 2024 (in billions)



## Worldwide eSports Audience Size (in millions)

eSports viewership is rising, and fans can watch tournaments on the same channel they would watch traditional sports.



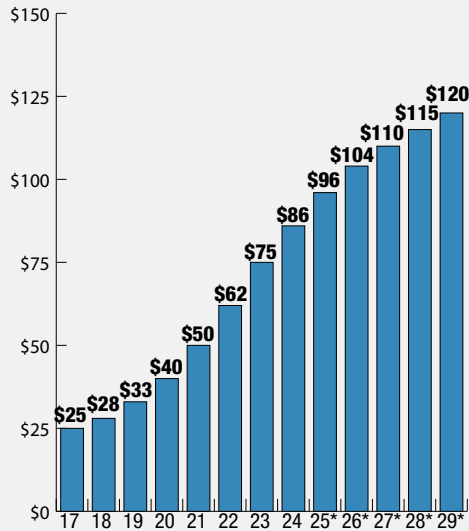
# Bets, Ball & 'Blox



World-building games like Roblox have found success with “in-game purchases” as a revenue stream. And world-building is being taken a step further with the adoption of augmented and virtual reality.

## Online Gambling Market Size 2017 - 2029

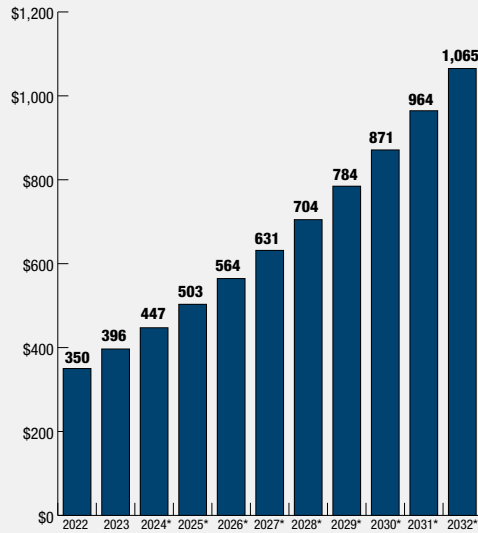
(in billions)



Source: Statista; Statista Digital Market Insights April 2025  
\*Projected

## Video Gaming Market Size Worldwide 2022 - 2032

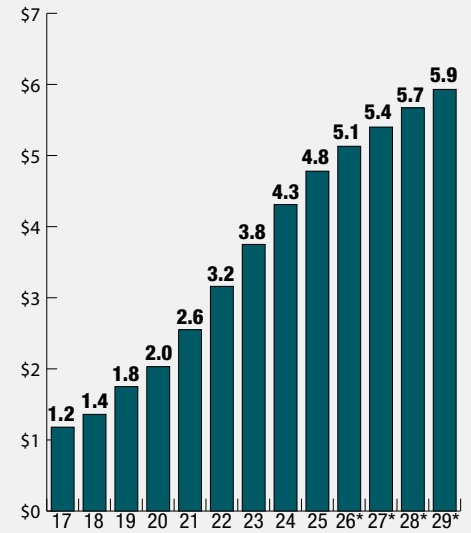
(in billions)



Source: Inkwood Research. (February 6, 2024). Global video game market value from 2022 to 2032 (in billion U.S. dollars) [Graph]. In Statista. Retrieved February 16, 2024, from <https://www.statista.com/statistics/292056/video-game-market-value-worldwide/>  
\*Projected

## Revenue of the Global eSports Market 2017 - 2029

(in millions)



Source: Statista; Statista Market Insights August 2024  
\*Projected

## Keys to Growth

### 1. Online Gambling and sports betting —

more consumers are entering the gambling market due to legal barriers being removed in the United States

### 2. eSports & Video Games —

in-game purchases offer a new stream of revenue for the video game industry. Both eSports and video game companies stand to benefit from adoption from augmented/virtual reality and “metaverse”

## Three-Pronged Exposure to Digital Entertainment

ODDS offers investors a pure-play strategy for investing in the growing video game, eSports, and online gambling industries. It's the only strategy that offers industry diversity by combining all 3 digital entertainment industries into one ETF.

**ODDS**  
Pacer BlueStar  
Digital Entertainment  
ETF

Speak with your financial advisor today on how to best incorporate the Pacer BlueStar Digital Entertainment ETF (ODDS) into your portfolio.

**For more information, visit [www.paceretfs.com](http://www.paceretfs.com).**

**Before investing you should carefully consider the Fund's investment objectives, risks, charges, and expenses. This and other information is in the prospectus. A copy may be obtained by visiting [www.paceretfs.com](http://www.paceretfs.com) or calling 1-877-337-0500. Please read the prospectus carefully before investing.**

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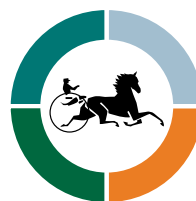
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