



THE CYBERSMILE FOUNDATION

Cybersmile, Sky Broadband and Guild Esports Team Up to Tackle Abuse of Women Gamers

LONDON, UK, May 25, 2023 - Cybersmile has teamed up with Sky Broadband and Guild Esports to launch #NoRoomForAbuse. The campaign aims to raise awareness of the abuse that women gamers experience, while delivering meaningful education around the issue.

Recent research commissioned by Sky Broadband which polled 4,000 gamers revealed that 3 out of 4 women (75%) under 25 years old face abuse while gaming online.

As part of the campaign, participants were invited to a controlled immersive gaming experience at the Sky Guild Gaming Centre (SGGC) where the challenges and realities of gaming as a woman were demonstrated in a live setting.

In addition to the powerful experience at Sky Guild Gaming Centre, Cybersmile has created a series of interactive educational modules designed to complement the initiative by raising awareness of sexist abuse in gaming, promote personal safety and empower gamers to be informed and considered allies.

Dan Raisbeck, Co-founder of The Cybersmile Foundation, commented: “Everybody at Cybersmile is excited to work with Sky Broadband and Guild Esports on such an important campaign. Women gamers should be able to enjoy playing video games without the constant fear of being targeted with abuse - there is absolutely no place for sexist abuse in gaming.”

The #NoRoomForAbuse curriculum will cover the following three key areas:

Module 1: How To Recognise Abuse

An interactive module raising awareness of how widespread the problem of sexist abuse in gaming is while exploring the potential impact that it can have.

Module 2: How To Report Abusive Behaviour

An interactive module educating users with practical tips and advice for staying safe when gaming online.

Module 3: How To Become An Ally

An interactive module demonstrating simple and effective ways for gamers to be informed and considered allies.

Jaclyn Beavis, Sky Broadband Head of Advertising and Campaigns said: “Sexist abuse in online gaming is completely unacceptable and we must stand together to address this fundamentally important issue and make online gaming safe and accessible to all. We’re proud to be working with Guild Esports and Cybersmile to help educate gamers and encourage them to be better allies. We’re also committed to creating a level playing field for women in gaming through tournaments, events, educational experiences and more.”

In addition to discovering that 75% of women under 25 years old face abuse while gaming online, recent research commissioned by Sky Broadband also found:

- Of the 75% of women under 25 who faced abuse while gaming, 80% of them had received messages of a sexual nature.
- 52% of female gamers indicated that they felt worried about playing computer games online.
- 31% of female players have felt the need to lie about their gender and remained anonymous during online gameplay.
- 49% of women gamers aged 18-65 had received hate or harassment when gaming online.

Jasmine Skee, CEO of Guild, added: “Improving opportunities for women in esports is a key commitment of our partnership with Sky. While there’s still work to be done, we’re proud to be at the forefront of fostering greater female participation in the sector and creating an inclusive gaming community. We hope that by raising awareness of the abuse affecting female gamers through our #NoRoomForAbuse campaign, alongside a collective effort of support and education, we can make real progress in creating a better gaming experience for all.”

Stephanie Ijoma, Consultant, Gaming Entrepreneur and founder at NNESSAGA said: “As women the abuse we receive on a daily basis is simply unacceptable which is why campaigns like this are so important to challenge the gaming community to become part of the change. It’s crucial that we work together in making the online gaming world safer for women as there is absolutely no room for abuse.”

For more information about the #NoRoomForAbuse Campaign, please visit <https://www.sky.com/broadband/noroomforabuse>.

ABOUT SKY

Sky is Europe's leading media and entertainment company and is proud to be part of Comcast Corporation. Across six countries, we connect our 23 million customers to the best entertainment, sports, news, arts and to our own award-winning original content.

ABOUT GUILD ESPORTS

Guild Esports PLC is a global fan-focused team organisation and lifestyle brand that fields professional players in gaming competitions under the Guild banner. Our in-house training academy aims to attract and nurture the best esports talent, and our goal is to provide the ultimate entertainment experience alongside a distinctive lifestyle brand authentic to the esports community worldwide. Guild is led by an experienced management team of esports veterans and co-owned by David Beckham. The Company is headquartered in the UK and its shares are listed on the main market of the London Stock Exchange (ticker: GILD) and on the OTCQB Venture Market in the United States (ticker: GULDF).

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. We work to promote kindness, diversity and inclusion by building a safer, more positive digital community. Through education, research, awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower those affected and their families to regain control of their lives.

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