

THE IN GAME ADVERTISING INDUSTRY



GAMES

VIDEO

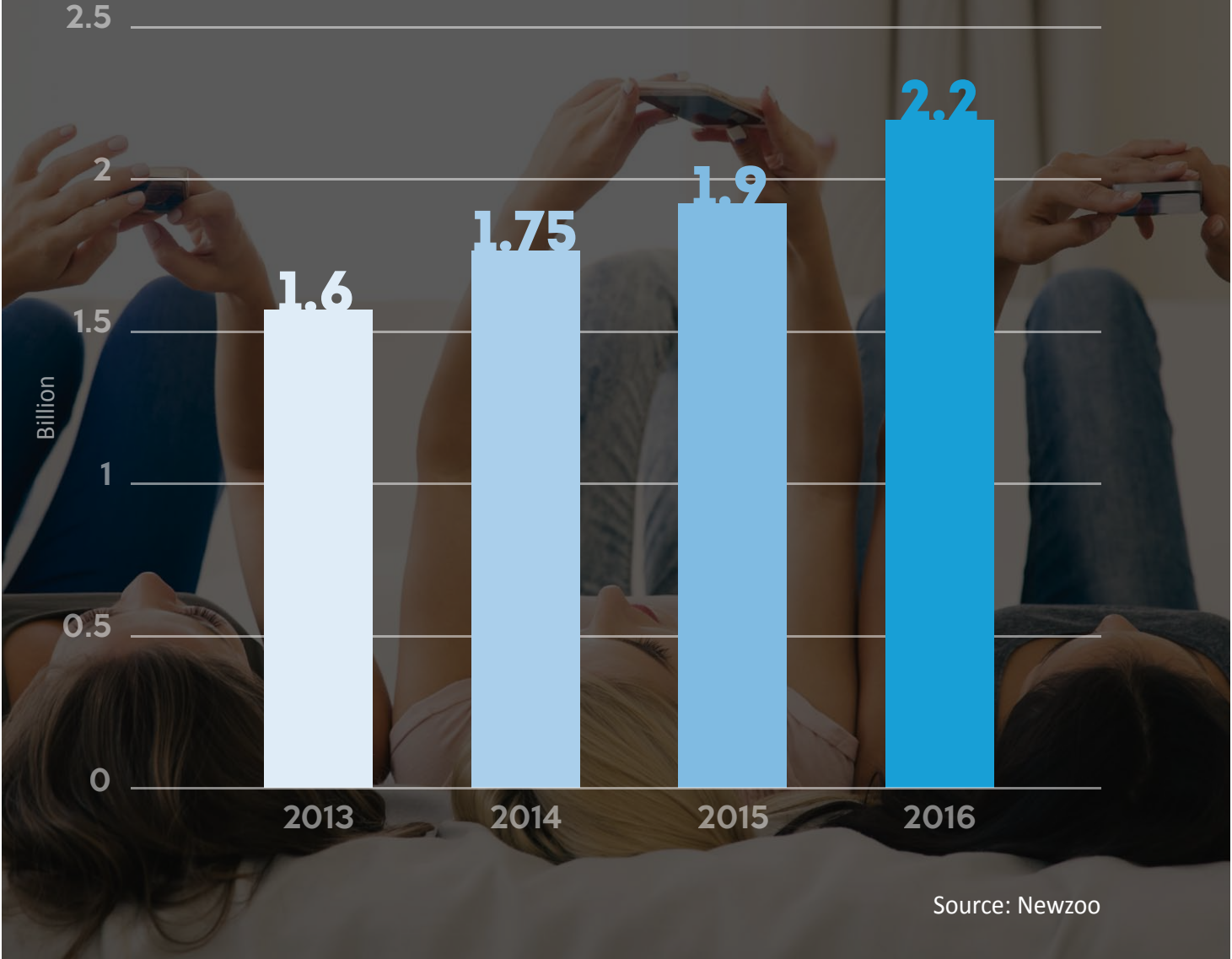
MEDIA

GAMING: A CONSUMER REVOLUTION



GAMES
VIDEO
MEDIA

TOTAL GAMERS WORLDWIDE

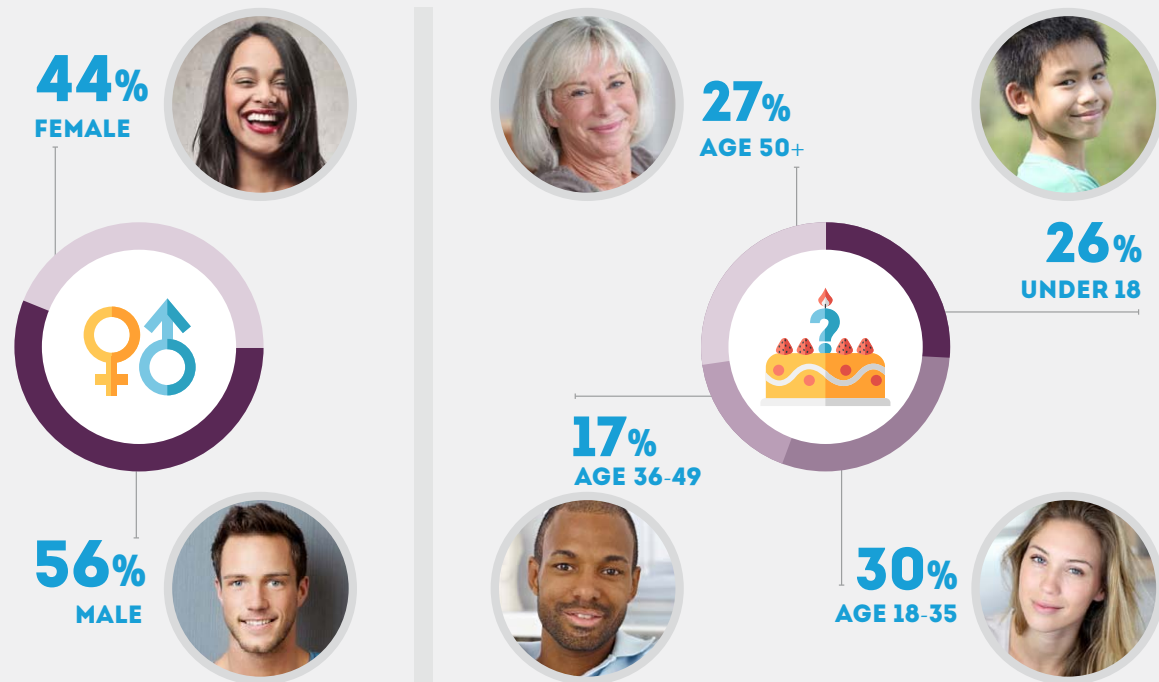


Source: Newzoo

REACH ANY AUDIENCE

2.2 BILLION
GAMERS
WORLDWIDE

Source: Newzoo



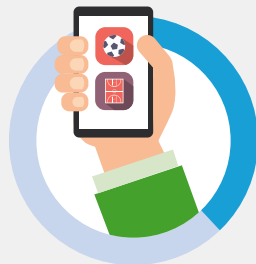
Source: Entertainment Software Association



GAMES
VIDEO
MEDIA

**AT ANY
TIME**

Games rank 2nd behind social media activity in terms of time spent on devices



37%

of mobile app users with 30 minutes of free time choose to play games, more than any other activity.



62%

of smartphones owners install games within a week of getting their phones, a higher percentage than any other type of app.

Source: Surveymonkey intelligence blog



BILLION

Hours a month are spent
playing **MOBILE GAMES**

Source: Vetro Analytics

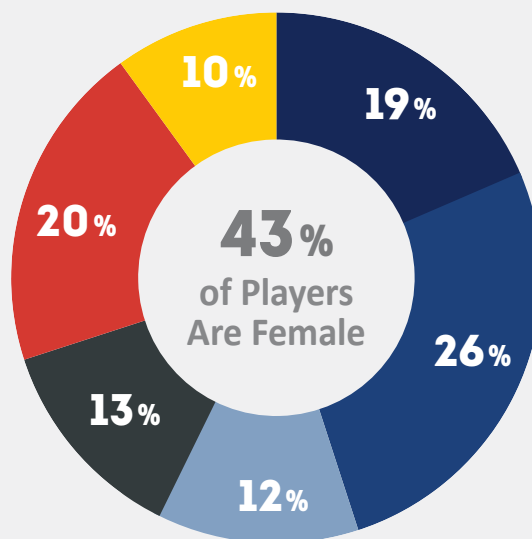


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2016: A WATERSHED YEAR

Pokémon GO has been the breakout hit of 2016. The game has accrued more than 550 million installs and \$470 million in revenues in its first 80 days since launch.

AGE / GENDER of Pokémon Go Players*



● M10-20 ● M21-35 ● M36-50
● F10-20 ● F21-35 ● F36-50

* Has played Pokémon Go in the past three months



Total Downloads



Total Gross Revenues*



Total global downloads and revenues in first 82 days

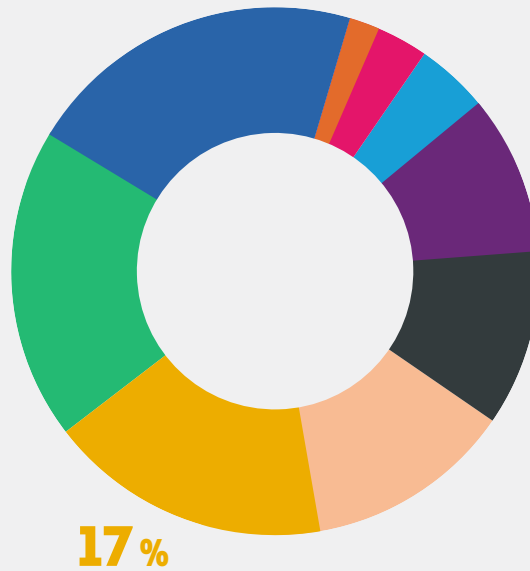
Source: Newzoo



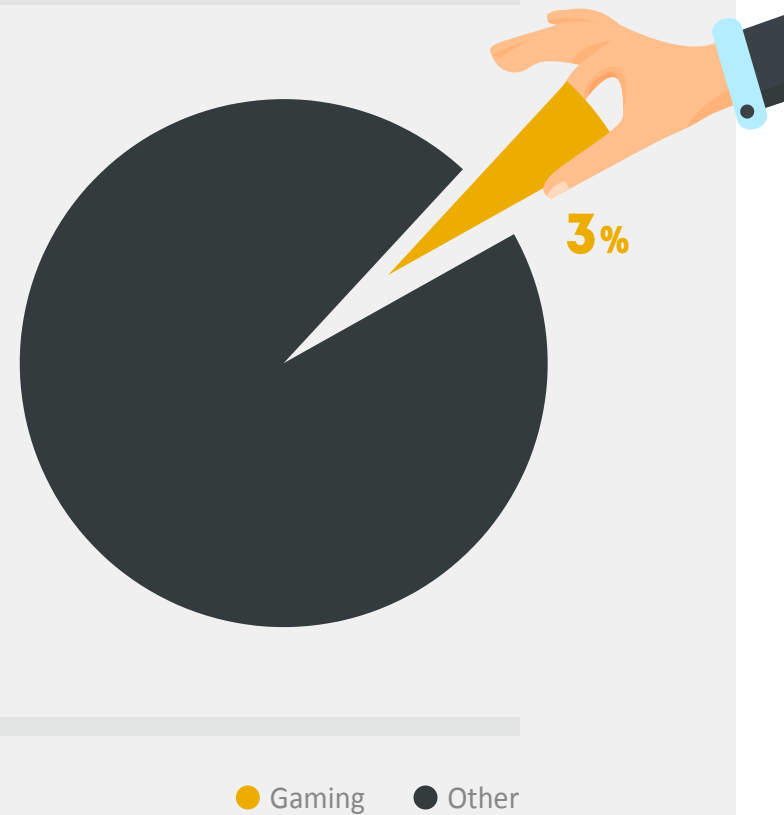
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THE PROBLEM: THE GAMING GAP

Time Spent Online



Share of Digital Advertising



- Gaming
- Facebook
- Entz
- Messaging
- Utilities
- YouTube
- Productivity
- News
- Other

- Gaming
- Other

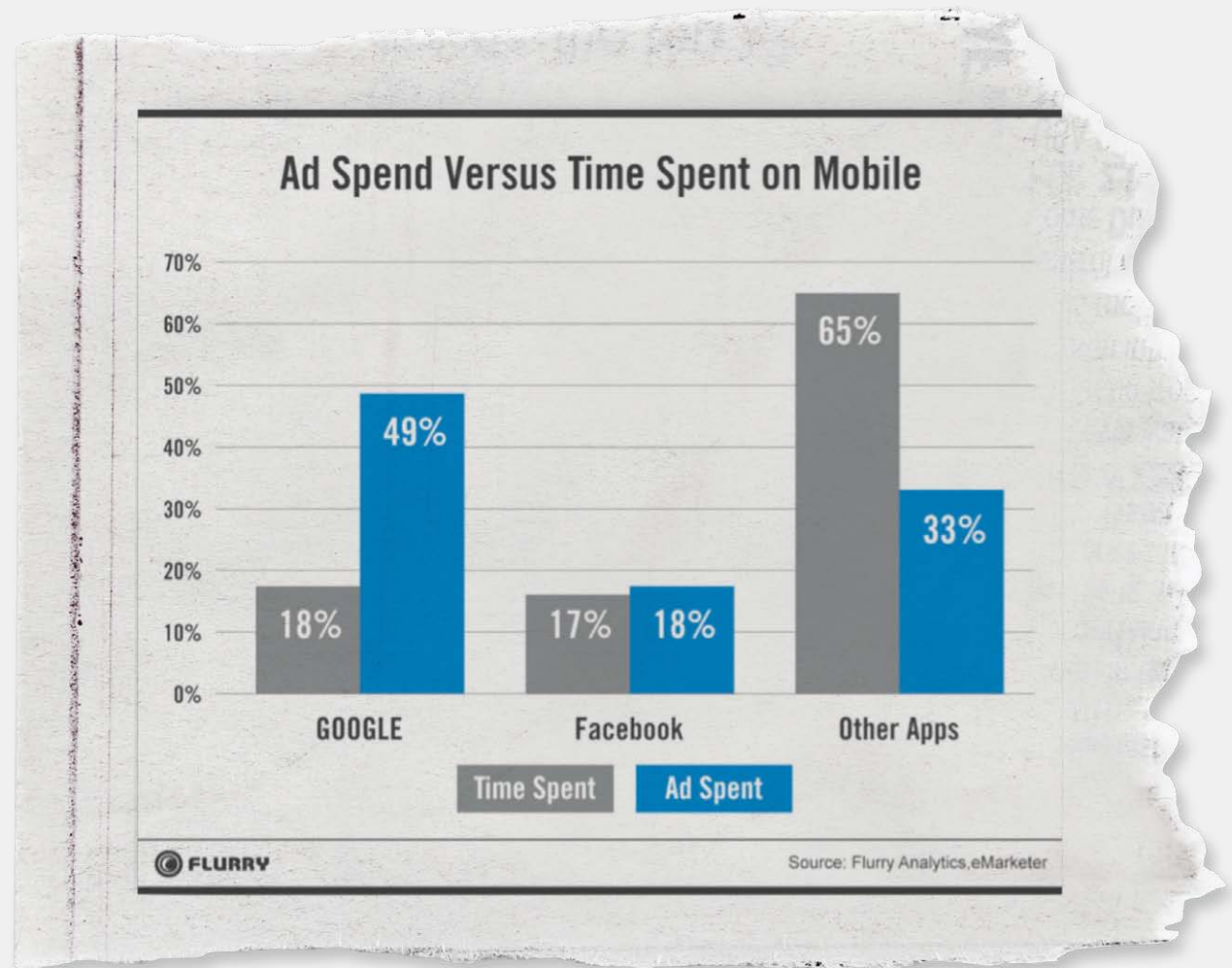


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THE GAP CONTINUED: BRANDS NEED MORE CHOICE



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MEDIA



Source: Flurry Analytic, eMarketer

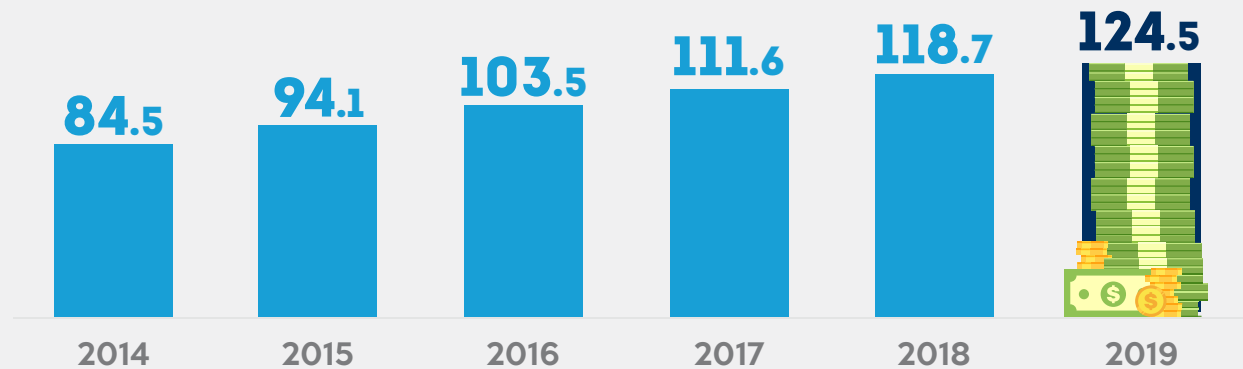
FROM SLOW EVOLUTION TO A REAL REVOLUTION



GAMES
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MEDIA

Global media spend is forecast to top \$2 Trillion by 2017

Projected global spend on video games \$ Billion:



2014-2019
CAGR

“Brands are taking a fresh look at In Game Advertising, looking to reach this highly diverse and engaged audience” [IAB]

THIS IS JUST THE BEGINNING

Imagine what comes next...

