



The Canadian In-Game Advertising Landscape

In-Game Ad Guide

www.apexgamingnetwork.com

Gaming: It's Where Your Audience Is

The evolution of media consumption has reached its next stage. That stage is gaming.

Today gaming has grown as the more popular form of entertainment; beating out music and movie/TV consumption. It is now where more Canadians are spending a majority of their time.

This shift in media consumption is why more brands today are beginning to shift their ad-spend towards gaming. The shift is being done to meet and engage with diverse audiences across a variety of game genres and platforms like mobile, home console, desktop and live streams. In addition, it's being done to take advantage of an untapped market full of already engaged users that are spending up to 5 hours a week gaming.

Engaged Users Lead to:



Higher
Interaction
Rates



Increased
Conversion
Rates



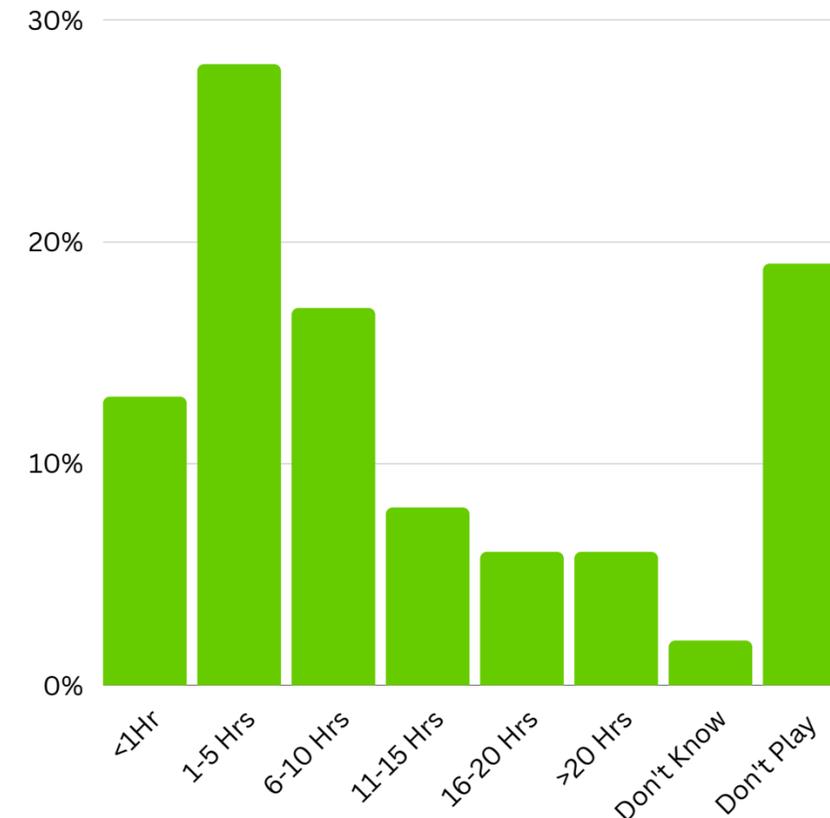
Better
Clickthrough
Rates



Better
View
Rates



Hours Spent Playing Video Games/Week in Canada
-Statista 2022



Consider How Engaged Gamers Are:

- Eyes locked on screen
- Barely blinking
- Fully engaged
- Ingesting all visual and audio
- Recalling past levels and experience
- Connecting with other gamers
- Sharing experience

Gaming: The Future For Brands



Today's fragmented TV landscape, created by multiple streaming services, and apps along with an increase in subscription-based platforms and pay walls, is drying up ad-supported environments.

For gamers, it is a time when many are turning to free to play video games and platforms that offer value exchange gaming that is supported by advertising.

For new and already existing gamers this free to play gaming business model helps remove the high cost that gaming incurs with the price of game consoles today exceeding \$500, and the cost of a video game exceeding \$80. For advertisers this shift in how gamers are gaming presents an opportunity to meet gamers inside the gaming worlds they love by using non-invasive forms of advertising that blend into gaming environments.



Gaming Transcends Age, Gender and Background:

- **23 million active gamers in Canada**
- **61% of Canada define themselves as gamers**
- **34 The average of age gamers**
- **50/50 split between male and female gamers**
- **20.4 M Canadians use mobile/tablet for gaming**

Gaming: Reaching Hard to Reach Audiences



The diverse audience that in-game advertising provides to advertisers presents an opportunity to reach audiences of all ages, gender and backgrounds.

With in-game advertising, brands can reach the hard to reach and elusive GenZ audience that is made up of kids and teens, while also being able to reach audiences in the key demographic of 18-35 and even audiences up to 65 years of age.

15%

of adults engage in game streaming as player

22%

of kids and teens engage in game streaming as a player

30%

of kids and teens engage in game streaming as a viewer [spectator]

31%

of adults engage in game streaming as a viewer [spectator]

In addition to reaching gamers, in-game advertising presents an opportunity for brands to reach the growing number of live stream spectators and esports audiences.

This audience of spectators is made up of gamers who prefer to sit back and watch their favourite live streamer as opposed to participate in the game itself.

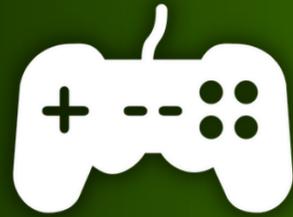
Audiences by Numbers

- **89% of kids and teens actively play video games**
- **88% of females (6-12) play video games**
- **Average hours of play per week: 9 HRS**
- **95% of males (6-12) play video games**
- **Average hours of play per week: 12 HRS**
- **More Canadians participate in esports as spectators**
- **40% of gamers participate in game streaming (41% adults, 46% kids and teens)**
- **Kids and teens are more likely to play using multiple devices**
- **Adults are more likely to play on mobile**
- **Mobile continues to be the most popular gaming device used by adults**
- **Esports and spectator gaming in Canada, and globally, is growing**
- **Hundreds of millions of esports enthusiasts playing or watching esports worldwide each year.**

Gaming: How To Advertise In Game



Mobile



Console

Publishing In-Game Ads:



Desktop



Live Stream

Keys to Delivery

- Delivering your ad in a discreet and subtle manner
- Placing ads in environments that create better engagement
- Placing ads in environments that are 100% viewable and brand safe
- Using consumer-centric optimization of media
- Providing visibility through post engagement tracking

Ways to Deliver

- Untapped Dynamic in-game real estate opportunities
- Non-intrusive in-game audio advertising
- Live stream endorsements and brand integration
- Value exchange video advertising
- Playable interactive advertising
- In-game sponsorship and takeovers
- Directly sell products and services in-game
- 100% brand safety and visibility
- Access to exclusive premium titles

Reaching Kids & Gen Z

- Kids are hard to reach
- Kids expect engagement
- Ad block technology keeps brands out
- There are 23 million Canadians playing video games (61% of Canada)
- 89% of kids and teens actively play video games
- 88% of females (6-12) play video games
- Average hours of play per week: 9 HRS
- 95% of males (6-12) play video games
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Gaming: Digital In-Game Advertising



Digital in-game advertising (DIGA) enables brands to seamlessly blend advertisements into gaming environments on mobile, and home consoles.

From in-game sports arenas to large city billboards in 3D worlds, DIGA is the dynamic in-game real estate opportunity that brands are using to connect with gamers inside the games they love.

Features and Benefits

- 100% brand safe inventory
- 100% viewable inventory
- Target by games, genre, audience, language
- Access to brand new high traffic games
- Tracked and tagged creative
- Not affected by ad-block and fraud bots
- Real time ad served
- Video, static and GIF opportunities



Gaming: In-Game Audio Advertising



In-game audio advertising enables brands to connect with gamers without interrupting gameplay by using the power of audio across a network of popular gaming apps on mobile.

In-game audio advertising is accompanied by a non-intrusive clickable banner ad that helps gamers action on the ads should they wish to do so.



Features and Benefits

- **Reach: 14 M active mobile gamers in Canada**
- **Granular targeting**
- **Audio Ad + companion banner**
- **Target sound-on only devices**

Gaming: Rewarded Video



Mobile

On mobile, rewarded video lets brands reward gamers for their attention by using a 100% opt-in form of advertising. The result is a positive and unique brand experience that gamers enjoy.

Features and Benefits

- **100% SOV moment**
- **Premium game inventory**
- **High CTR's and completions**
- **90% video completion rate**
- **2.1% click through rate**



Console

On console rewarded video works exactly the same way as it does on mobile. It enables brands to reward gamers for their attention by using a 100% opt-in form of advertising. The result of a positive and unique brand experience that gamers enjoy is easily translated over to game consoles.

Features and Benefits

- **100% brand safe & viewable inventory**
- **100% opt-in advertising**
- **Turnkey campaigns activation and reporting**
- **Tracked and tagged creative**
- **Not affected by ad-block and fraud bots**
- **Target PC, and console users**
- **6-30 second rewarded video ads**

Gaming: Gamification

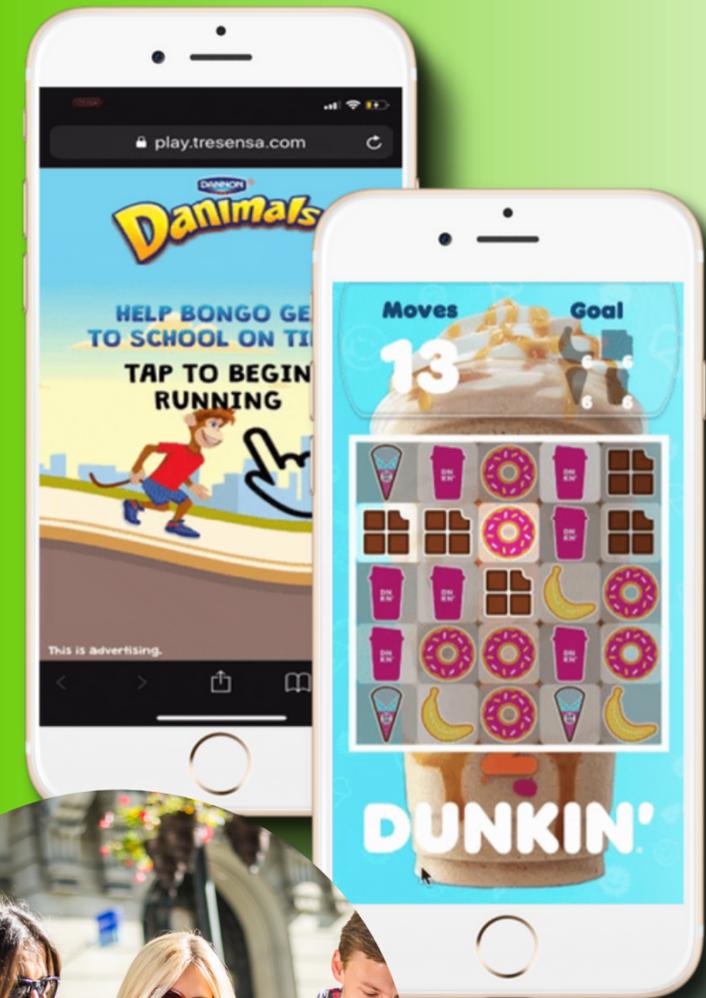


Gamification enables brands to engage audiences on mobile by turning an advertisement into a playable experience that rewards them for their time.

Ad game units are responsive and work in both landscape and portrait mode across all tablet and smartphone makes and models.

Features and Benefits

- **Consumer-centric optimization & media approach**
- **100% responsive to landscape or vertical modes**
- **98% completion rate**
- **9.1% CTR**



Gaming: Live Stream Advertising



In-stream advertising lets brands leverage the community and reach that popular live stream gamer personalities already have.

With live stream advertising gamers who stream on Twitch, YouTube Gaming, and Facebook Gaming serve as brand ambassadors that help promote services and products to their audience in a non-intrusive and seamless manner.



Features and Benefits

- **Advertise across twitch, YouTube, Facebook gaming**
- **Protected from ad fraud and bot clicks**
- **Granular targeting**
- **Detailed reporting**
- **100% brand safety and visibility**

Gaming: The Metaverse

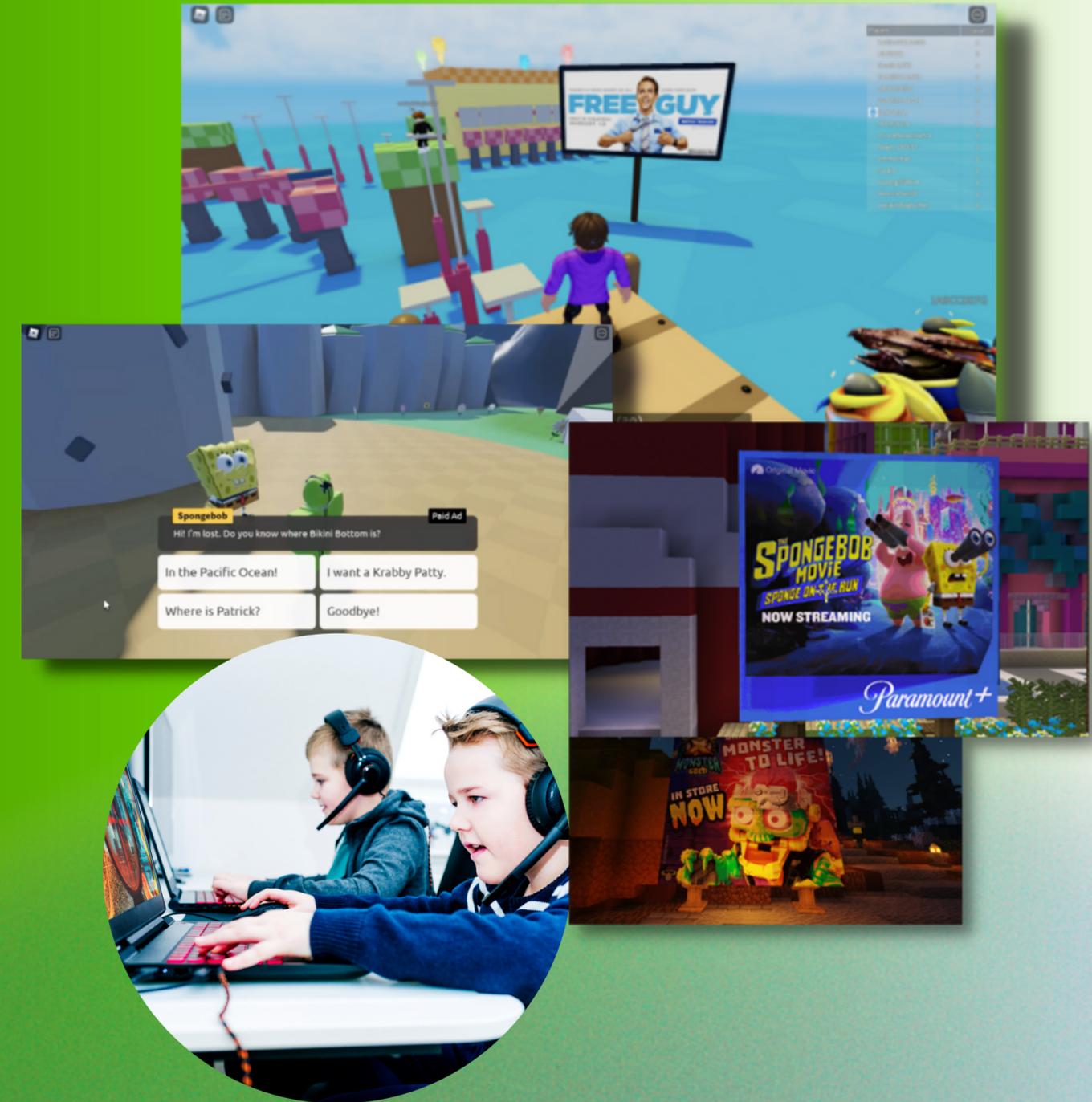


The Metaverse is the home of innovative and dynamic in-game brand experiences across some of the biggest gaming platforms available today.

Leverage the new cultural phenomenon that is Metaverse gaming and connect with all gamer types including the elusive and hard to reach GenZ audience.

Features and Benefits

- 100% brand safe inventory
- 100% viewable inventory
- Target by games, genre, audience, language
- Access to brand new high traffic games
- Tracked and tagged creative
- Not affected by ad-block and fraud bots
- Real time ad served
- Video, static and GIF opportunities





AGN is the only gaming network in Canada that is winning in today's highly competitive attention economy.

We do this by being present across all gaming channels that gamers of all ages and backgrounds across Canada prefer.

We also know that no group of gamers are the same, leading us to become a bespoke solution to all brands looking to connect with in-game audiences using effective advertising

Learn more by connecting with us at

www.apexgamingnetwork.com