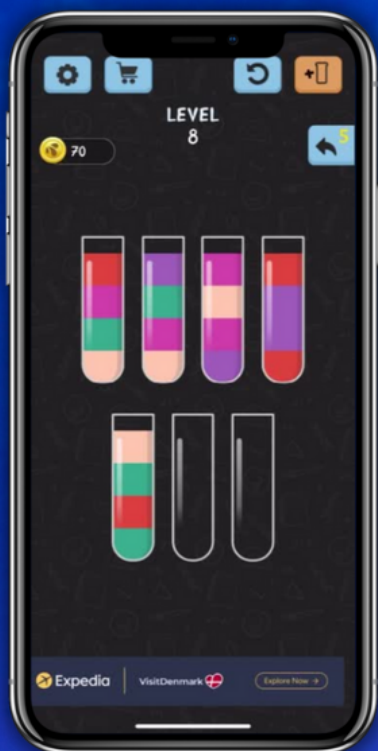
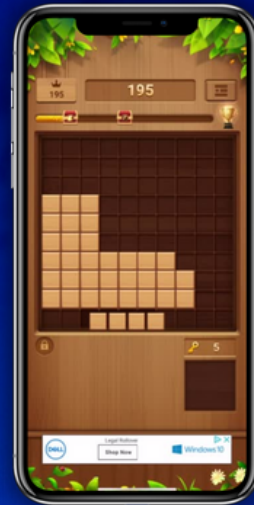


What is In-Game Audio Advertising?

A quick guide to jump starting your In-Game Audio ad campaigns

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



Mobile gaming in Canada continues to grow, with over 46% of Canadian gaming adults preferring to use the mobile device to game. Because of this, mobile gaming apps have become a hot spot for in-game advertisements due to its large and engaged audience. However, traditional forms of in-game ads, such as video and display ads, have caused a nuisance for gamers who want to enjoy their game without interruptions. In-game audio ads, on the other hand, provides a non-intrusive way for brands to reach their audience and create a better gaming experience.

The Product:

- Length: 30 seconds maximum
 - 15-20 seconds recommended
- Companion Banner: 320x50 and 300x250

Types of In-Game Audio:

- Rewarded
- Skippable
- User Initiated

Types of In-Game Audio:

- Leverage audio assets in a new and growing landscape
- Target users with visual and audio combined
- Non-intrusive way to reach gamers

The Future of Audio is In-Game:

Compared to the total online population, both Gen Alpha and Gen Z invest more of their leisure time per week on video games. Video games are the top entertainment source for Gen Alpha and make the top 3 for Gen Z, following social networks and streaming movies/series.

This substantial dedication of time to gaming demonstrates just how important it is to these younger generations. Video games play an important role in the ongoing race for maintaining attention and engagement across entertainment platforms.