

# The Changing Face of **Mobile Gaming**

Presenter



Matt McGinley  
Head of Publisher & Telco  
Development, ANZ  
InMobi

# The Changing Face of Mobile Gaming

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Senior Manager, Publisher & Telco Development





**1997**

**Nokia & Snake**



**2012**

**Supercell & Clash of Clans**



**2016**

**Niantic & PokémonGo**



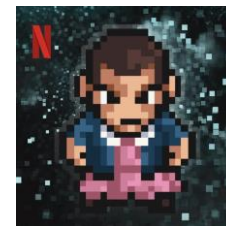
Now

“Let the games begin:  
A New Way to Experience  
Entertainment on Mobile”

Mike Verdu  
VP, Game Development

Recently acquired their **3<sup>rd</sup> Gaming Studio.**

Local NZ Gaming Developer “**PikPok**” due to  
launch 2 games in 2022.



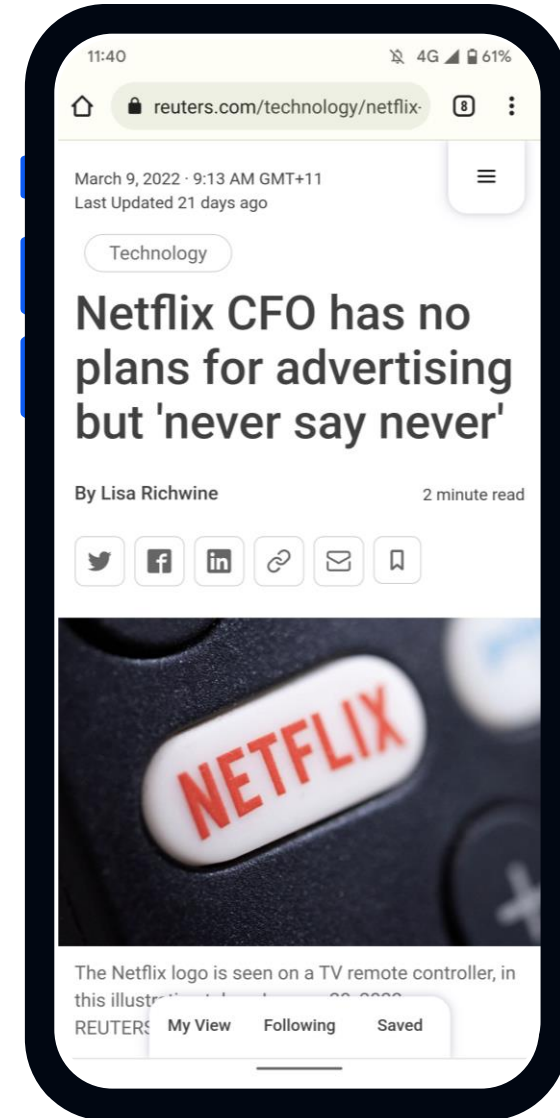
Stranger  
Things: 1984

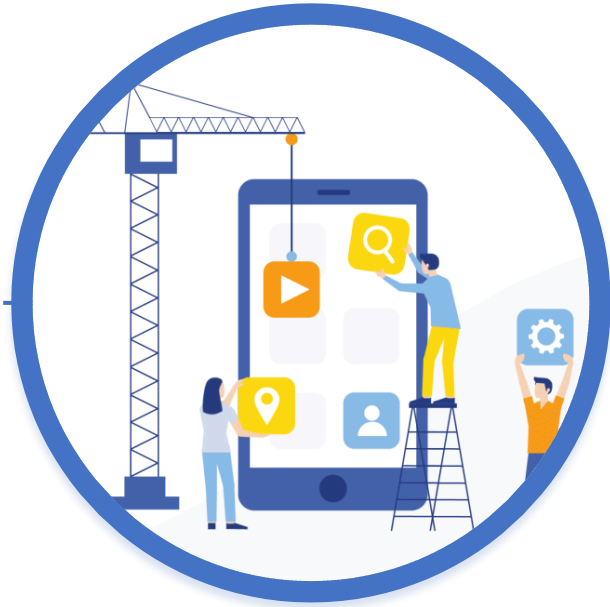
**Global** Daily Active Users: **54,100**

**Australia: 658**



Now





# What do developers need?

A hybrid **In-App Ads** and **In-App Purchase** model is working.

**57%** of Dev's believe In-App Ads improve player retention, without detracting from game experience.

*"...we try to integrate them [ads] in an **in-game** way. For example, a fortune teller shows visions of another world (i.e. shows an ad)"*

*Small Developer,  
Walnut Unlimited UK Research Paper (2019)*



**94%**

Mobile gamers prefer to see an ad as a method to progress in the game

## What do consumers want?

Players do not want an **overload** or **gameplay disruption**.

*“Generally, the people who put together a good free game, use the ad-revenue to pay the studio. So I can justify ads to myself”*

*“I don’t mind when it is a small non-intrusive ad not affecting my game play”*

*Consumer’s across panel, US  
2CV Report, 2020*

# How should brands capitalise?

Blended In-Game Advertising





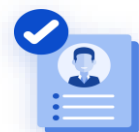




### IMPRESSIONS (3P VALIDATED)

Impressions currently measurable as per ORTB standards & 3P validated by all vendors.

LIVE



### AUDIENCES

The same accurate In-App Audience's available.  
Validate campaign reach against key demographic segments through Nielsen DAR.

LIVE



### FRAUD PROTECTION

100% IVT filtering through Human, MOAT and IAS

LIVE



### BRAND LIFT

Surveys conducted internally via **InMobi Pulse**.

LIVE



### VIEWABILITY

Available through select vendors and new MRC Guidance provided  
**IAB Industry Standard** for blended in-game measurement are expected to be released later in 2022.

LIVE

### Blended In-Game Display




### Blended In-Game Video




# Scale and Diversity is required


## Categories




Racing




Sports




Arcade



Trivia




Adventure




Music

And more...


## Apps




Tiles Hop:  
EDM Rush!




Mr Bean-  
Special Delivery




Color Switch




Idle Army Base:  
Tycoon Game




Trivia Race 3D




Mad Skills  
Motocross 2




Tower Run




Beat Blader 3D



Hole.io



Final Kick:  
Online Football



Racing Classics  
PRO

And more...

## Platforms



adverty



anzu.io



AdInMo



admix



GADSME



Frameplay

6

Platforms

50+

Publishers

7m

Per Day Ad-requests

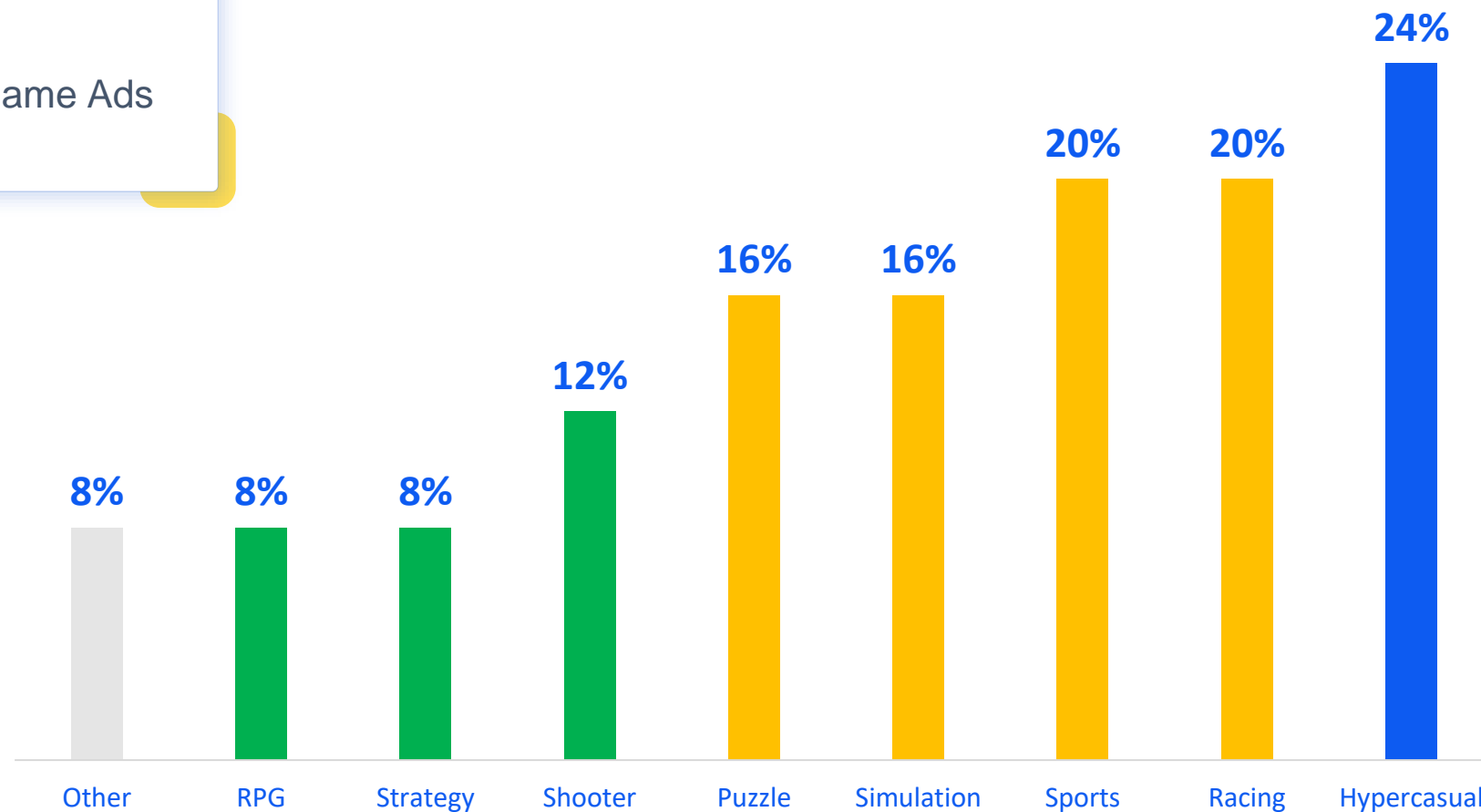
# Which categories are acting quickly with In-Game?

**Hypercasual** developers are **most interested** in Blended In-Game Ads

**50/50 split, 45-55**

**50/50 split, 18-35+**

**Males, 25+**



# What are we seeing so far?

## Overall Publisher Adoption

**94%**

of Publishers planned to use more Blended In-Game Ads in 2021

## Ad Recall

**78%**

of gamers recall the brand they saw in the ad

## InMobi Case Study (Auto Category)

Campaign Impressions

**2.5m**

Admix Viewability

**96.85%**

**Ad recall:**

**69%**

**Brand recall:**

**20%**

**Brand Association:**

**36%**

**Post-view action:**

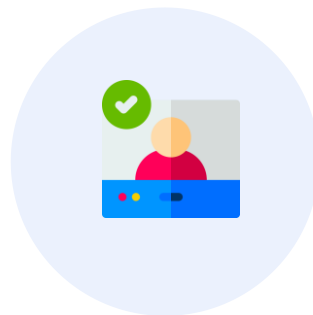
**85%**



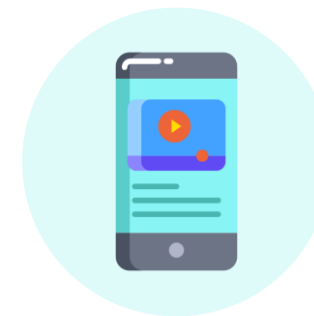
## Key Takeaways



**Innovation requires  
quick action**



**Developers and Gamers  
are welcoming the change**



**Scale and diversity  
is key**

