



GAMING ADVERTISING: HOW TO LEVEL UP



azerion

The growth in gaming



azerion

The advertising opportunity



azerion

The future of gaming



Azerion

The media and
entertainment platform



Azerion is uniquely placed to serve the interest of game creators, consumers, publishers, and advertisers

- **19,000+** owned and operated games
- AAA, Casual, and Social/Metaverse
- **4,800+** game portals
- **3** metaverses
- **353m** unique monthly game plays
- **500m+** monthly active users





The growth of gaming

Gaming has accelerated since the pandemic and cost-of-living crisis



63%

increase in the UK gaming population – now +36m players

39%

increase in time spent playing - nearly 14hrs a week!

Playing games helps people

By creating a positive experience



Safe Escapism

Playing offers distraction from the negativity, news, politics and hate speech



Instant Reward

Triggers brain satisfaction similar to that activated by sport and personal life experiences



Relieves Stress

Dopamine is generated which brings shots of happiness to help relieve daily stresses

Providing a massive opportunity for brands to:



Engage new audiences and communities...



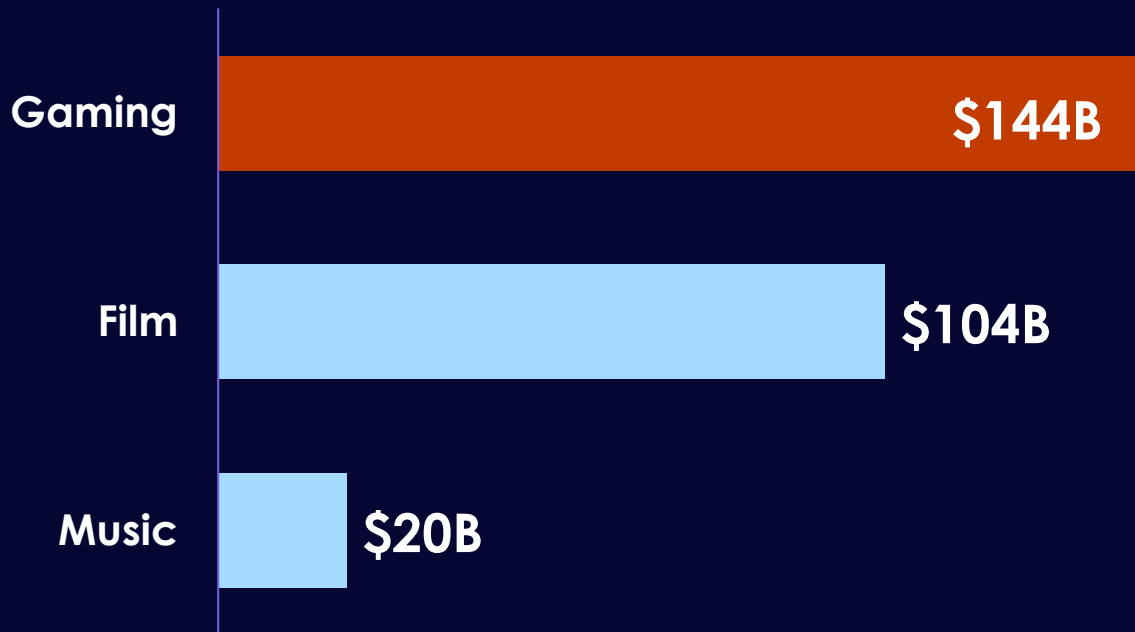
At moments of leisure when they are most attentive....



Benefiting from the **'halo effect'**
- where advertising is better accepted in environments that users perceive as positive.



Gaming is the world's most popular form of paid entertainment (even 2019 pre-pandemic)



Rising to \$175bn in 2021
-
Bigger than Film & Music combined

Big Tech now playing the game

NEWS


Home | Coronavirus | Climate | UK | World | Business | Politics | Tech | Science | Health | Family & Education

Technology

Facebook changes its name to Meta in major rebrand

By Daniel Thomas
Business reporter, New York

28 October 2021



AFP VIA GETTY IMAGES

Mark Zuckerberg has been a leading voice in the rebrand.

Facebook has changed its corporate rebrand.

Top Stories

- LIVE** Johnson to be questioned by MPs as revolt grows
- Cost of living rises at fastest pace for 30 years
- How Boris Johnson's future hangs in the balance

Features


NEWS

Home | War in Ukraine | Coronavirus | Climate | UK | World | Business | Politics | Tech | Science | Health

Technology

Netflix launches first games on smartphones

2 November 2021



Netflix is launching its first games worldwide as it seeks to break into the

Top Stories

- LIVE** Nato set for 'long haul' as it boosts Ukraine military aid
- Defiant troops to Russians: 'Go home while you're alive'
- Not consulting on cuts broke law, P&O boss admits

Features

- How Rishi Sunak's Spring Statement will affect you

NEWS

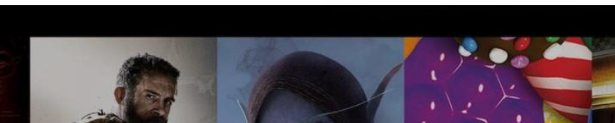
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Entertainment & Arts

Microsoft plans to buy Call of Duty company Activision Blizzard for nearly \$70bn

By Steffan Powell
Gaming reporter

20 hours ago



Top Stories

- LIVE** Johnson to be questioned by MPs as revolt grows
- Cost of living rises at fastest pace for 30 years
- How Boris Johnson's future hangs in the balance

Features

- Can stalkers be rehabilitated?


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Amazon Luna launches with freebies for Prime subscribers

Joshua Hawkins
March 2, 2022 · 2 min read



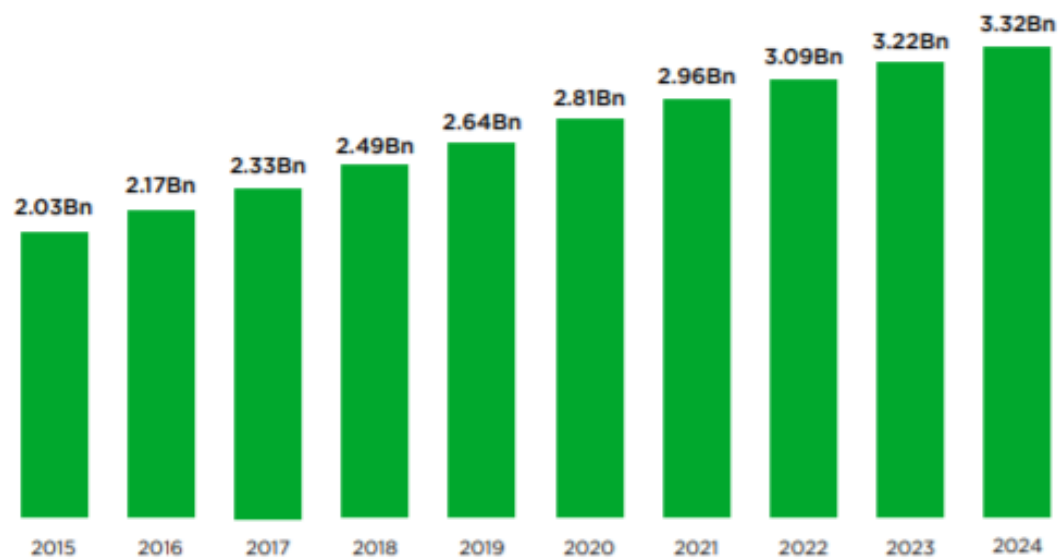
TRENDING

- US STOCKS-Wall Street rises on tech boost; NATO summit in focus
- Ukraine Update: NATO Warns Russia Against Using Chemicals
- CANADA FX DEBT-CS holds near 2-month high as Wall Street rebounds

With **billions** of players
across the world...

Global Player Forecast

2015-2024



...and an increasingly diverse audience

Share of Each Group that Played Games in the Past 6 Months

Base: Total sample



Average play time/week

7:20h



Average play time/week

4:25h



Average play time/week

6:50h



Average play time/week

2:30h



Key Insights

A remarkable 81% of Gen Z reports playing games. While this share decreases with each older generation, an impressive 42% of Baby Boomers play games.

We see a similar trend for time spent playing: the older the generation, the less time they dedicate to playing games every week. On average, Gen Z spends 7 hours and 20 minutes playing games—half an hour more than the Millennial average. This makes sense as Millennials—while still digital-native—typically have less leisure time due to full-time work and other life commitments. Meanwhile, Baby Boomers play for just 2-and-a-half hours per week; they tend to dedicate more leisure time to more traditional forms of entertainment.



The **'gaming experience'** increasingly represents a channel your audience is using

Mar 16, 2021, 08:00am EDT | 6,819 views

Why The Gaming Industry Could Be The New Social Media



Matt Schmidt Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)
Small Business

Matt Schmidt is the CEO of Alpha Esports Tech Inc., a technology company that focuses on emerging markets in Esports and mobile gaming.

Gaming is the new social media

Where audiences go...
...ad revenue follows..!

What are you looking for today?



Sign in



Gaming is the new social networking



Itamar Benedy, Anzu.io

4 min read

Opinion, 06/07/2020

TOPICS

ESPORTS | GAMING HARDWARE & SOFTWARE | IN-GAME ADVERTISING

The virtual world doesn't isolate people; instead, it gives game players a new, diverse community to engage with, argues Anzu's Itamar Benedy.



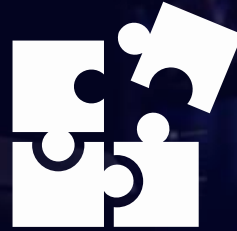
The advertiser opportunity

Three core areas of creativity

Customised user experiences



IN
the game



AROUND
the game



AWAY
from the game



2023 predictions

Predictions, challenges and opportunities for **2023**



Gaming is increasingly accepted as mainstream



In light of this (and the cost of living crisis) Gaming as an advertising platform must improve its accountability and effectiveness.



Measurement and insight is key maintaining sector momentum



Performance

- Independent measurement

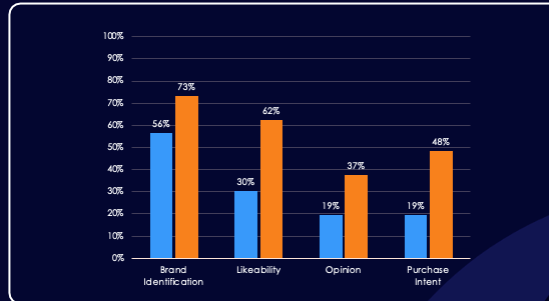
“ We don't mark our own homework ”

Attention



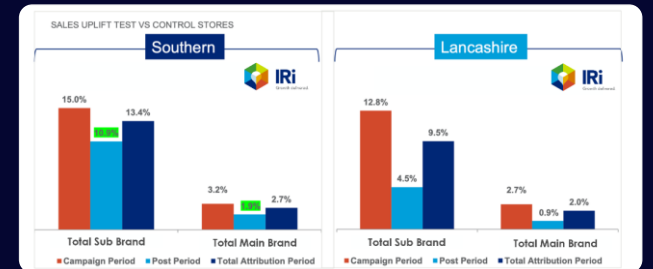
Visual engagement, attention time, and attentive interactions

Brand Uplift



Awareness, perception, consideration

Custom KPIs



Hygiene factors, audience verification, lead generation, sales



GAME OVER

Gaming is mainstream

There are a vast range of creative ways to engage with these consumers

Audiences are passionate communities – remember this

Deliver experiences that work for Publishers, Advertisers and Consumers

Measure, test and learn



Thank You

✦ For all advertising enquires
please speak to:

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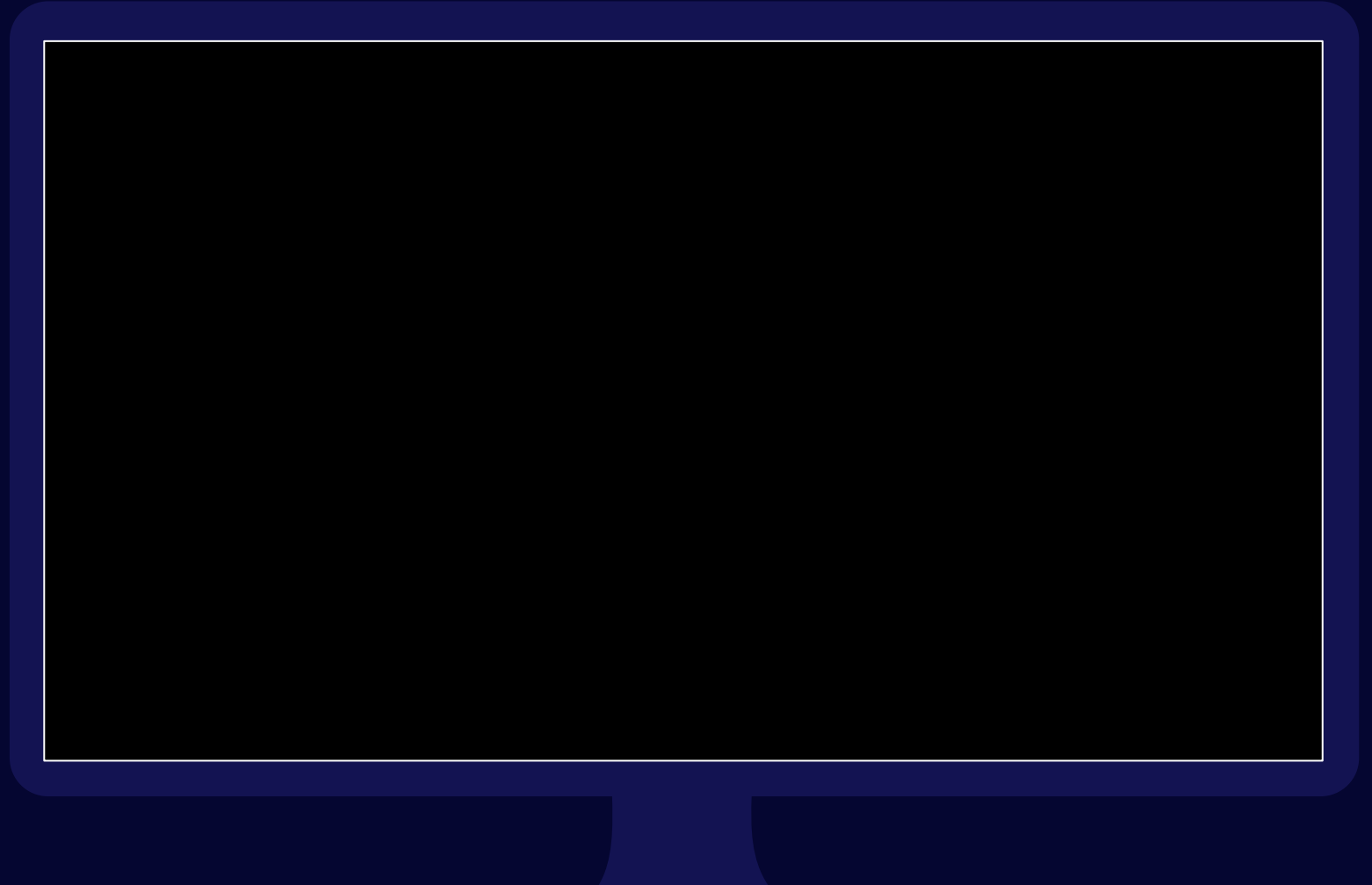
**Appendix:
Examples of Azerion gaming
advertising products**

“

AAA: Azerion and Bidstack gaming partnership

”

- Deliver ad content directly into the fabric of the game
- Enhancing user experience



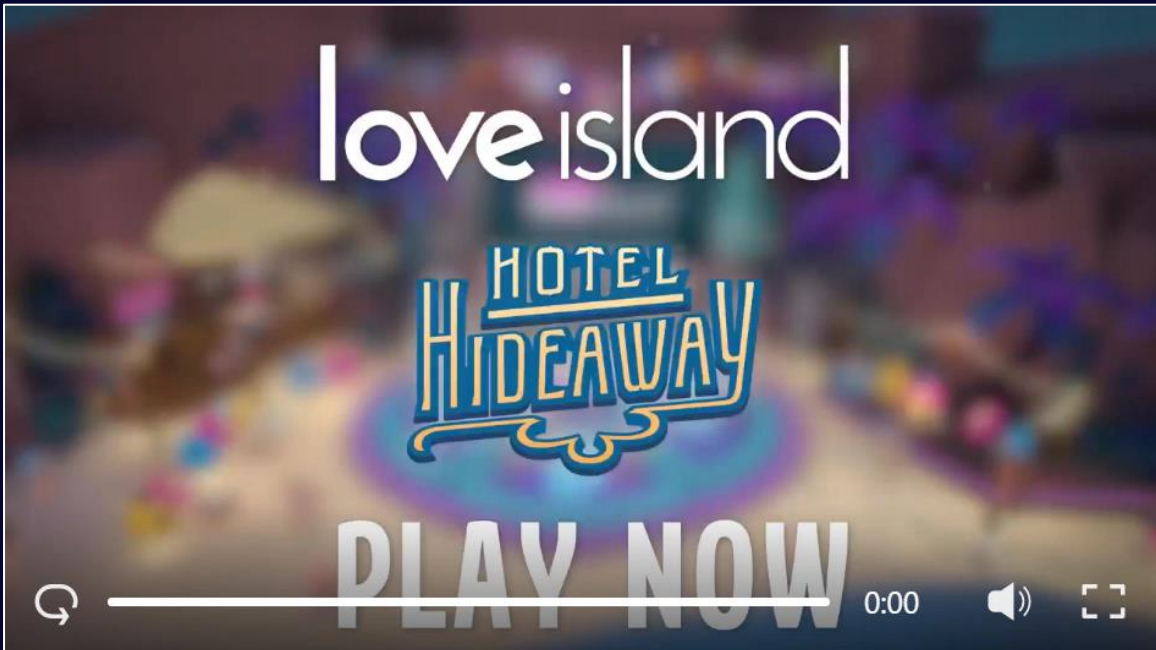
Social Games:

Virtual shops, shows, experiences

“

We recreated the Love Island villa into our metaverse so everyone could enjoy the experience

”



- Over 3,000,000 players
- 52 minutes of attention per visitor
- 545,000 items of merch sold
- Interactive quiz to maintain engagement

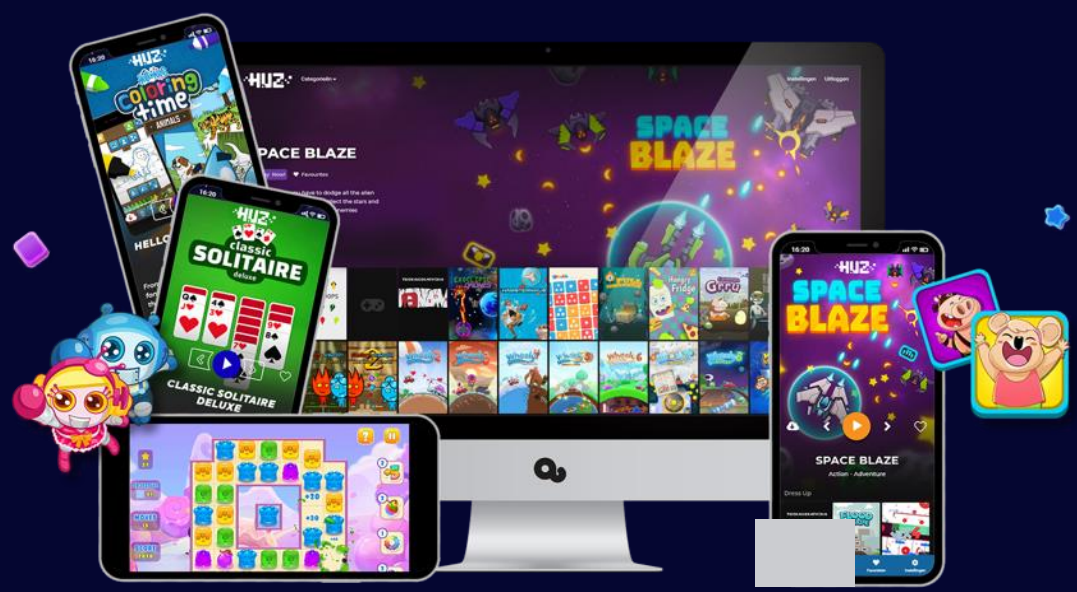
Casual Games:

Reward video

“

Simple, fun, free to play games with advertiser value exchange

”

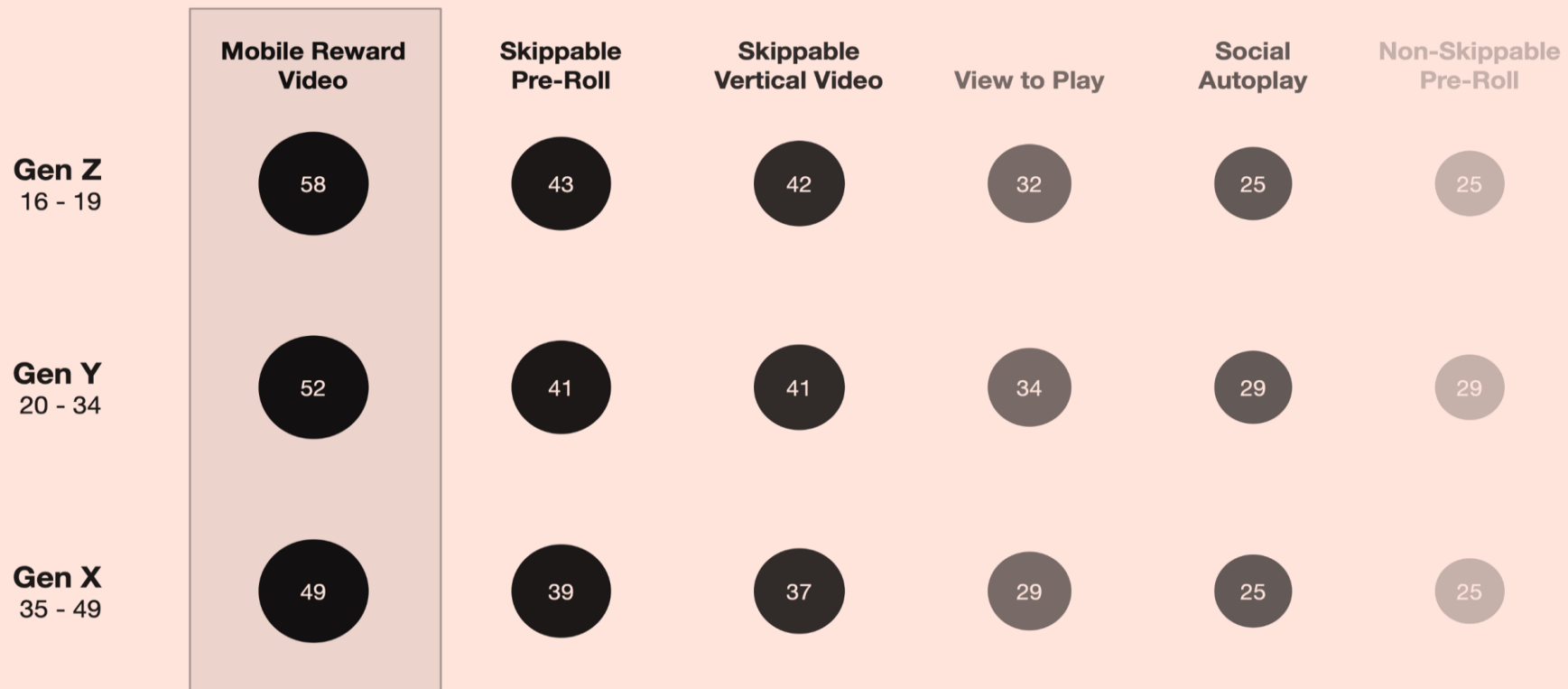


Casual Games - Reward Video

a unique value exchange for audiences and brands

Preferred Video Ad Format Across Generations

Research by **KANTAR** MILLWARD BROWN



Source: [Kantar Millward Brown, AdReaction](#)

Gamification:

Display

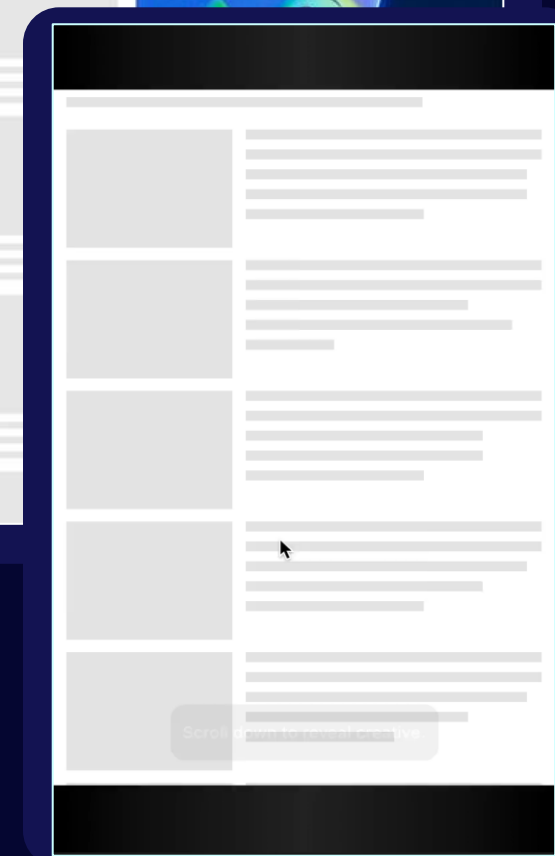


Gamification of display and video solutions on publisher sites and social media



Gamification:

Display

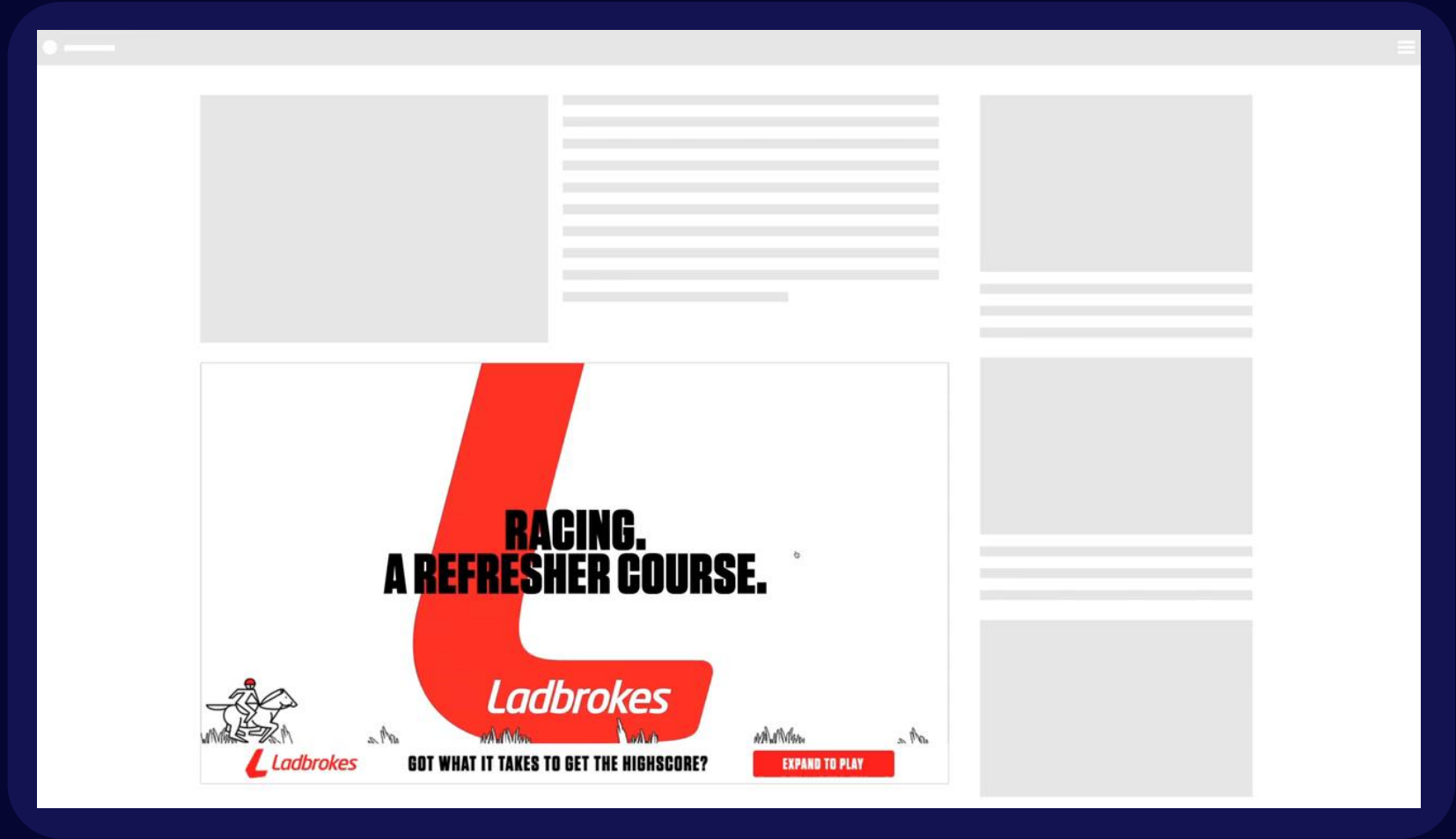


Using gamification to create interactive display



Gamification:

Video



Using gamification to create interactive video

