



playerwon®

FAQ

NVIDIA GeForce NOW Cloud Gaming Ads

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5. About Playerwon

1. Executive Summary

With the launch of the PlayerWON - NVIDIA GeForce NOW (GFN) partnership, we're introducing a seamlessly integrated, ad-supported avenue to help make free-to-play cloud-based gaming more accessible to gamers worldwide. This innovative approach not only democratizes gaming but also ensures a winning scenario for all parties involved.

For enthusiastic gamers, the process is straightforward – they watch a few advertisements to unlock the potential of the cloud, gaining free access to top-notch games directly on their connected device. Brands gain the opportunity to convey their video messages to the gaming audience, particularly the predominantly male demographic, who are avid consumers of cloud gaming's [midcore and hardcore games](#) and are challenging to reach through traditional channels.

2. Big Picture

2.1 WHAT IS CLOUD GAMING?

Cloud gaming revolutionizes the gaming experience by shifting the computational power required for a video game player's favorite games, from their local device, to a robust server - essentially an industrial-strength PC housed in a secure data center. Rather than relying on the processing capabilities of their local device, the gameplay is streamed over the internet, enabling players to enjoy the latest games on almost any device, even those that lack the necessary hardware to run these demanding titles. The technology behind cloud gaming involves streaming cutting-edge games directly from powerful Graphics Processing Units (GPUs) in remote data centers, ensuring a seamless experience across a wide range of devices. Gamers are essentially using a server to play the latest games.

This innovation delivers an immersive PC gaming experience to players, providing instant access to the world's most popular games and gaming communities. Cloud gaming caters to individuals with PCs, Macs, Chromebooks, and internet-connected mobile devices that may not have access to the latest gaming titles. The flexibility offered by cloud gaming allows users to indulge in PC gaming on any device, anytime, breaking free from traditional hardware constraints and making high-quality gaming accessible to a broader audience.

Source: <https://blogs.nvidia.com/blog/what-is-cloud-gaming/>

2.2 WHO IS NVIDIA?

NVIDIA is a [tech powerhouse](#) renowned for its groundbreaking contributions in various technological realms. While they've gained fame for crafting powerful graphics processing units (GPUs) that elevate gaming experiences, their impact extends far beyond gaming. NVIDIA is a key player in high-performance computing, artificial intelligence (AI), and deep learning. Their GPUs, celebrated for rendering stunning graphics in games, also prove instrumental in scientific simulations, data analytics, and machine learning across diverse industries. With a commitment to innovation, NVIDIA has positioned itself as a driving force in shaping the technological landscape, using parallel processing technologies like CUDA ([Compute Unified Device Architecture](#)) to propel advancements in areas ranging from healthcare to finance.

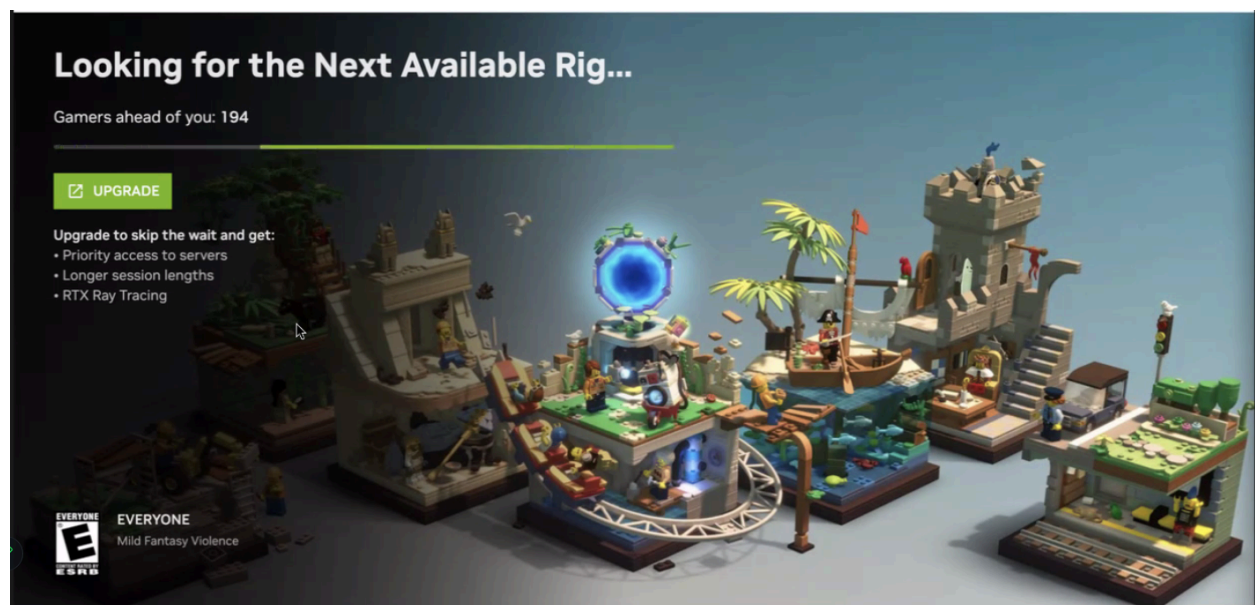
2.3 WHAT IS NVIDIA'S INVOLVEMENT WITH CLOUD GAMING?

NVIDIA is a prominent player in cloud gaming, notably through its GeForce NOW service, which was officially launched in 2020. The NVIDIA cloud-based game streaming platform stands out by seamlessly connecting to popular PC games typically available in game stores like Steam, Microsoft, and Epic Games Stores, allowing gamers to enjoy the same PC version of games as their friends.

GeForce NOW (GFN), NVIDIA's cloud-based game streaming service, brings real-time gameplay directly from the cloud to a diverse array of devices including laptops, desktops, netbooks, SHIELD TV, select Samsung and LG TVs, iOS, and Android devices. Users can link their store accounts to stream their personal game libraries or engage in their favorite premium or free-to-play titles. The service supports cloud saves for select games, enabling users to continue their gaming sessions seamlessly on any supported device, regardless of location.

NVIDIA offers membership tiers for GeForce NOW including Free, Priority, and Ultimate. The Free membership provides basic access, while the Priority membership offers extended session lengths and priority access to servers. The Ultimate membership provides additional benefits, including access to ray-tracing graphics. This tiered system allows gamers to choose the level of access and features that best suit their preferences.

There is a waiting period for lower tiers to get the next available server ready for action.



For more detailed information on membership tiers, you can check [NVIDIA's official page on GeForce NOW Memberships](#).

2.4 WHY DO CONSUMERS CLOUD GAME?

The reason is that cloud gaming allows passionate gamers to play the most advanced games, which usually require the top-of-the-line GPUs and gaming machines, economically. To build a top-of-the-line gaming machine for these games, you would have to spend over \$3,000. Then, you would have to upgrade it every year.

Most gamers often cannot afford the advanced GPUs necessary for playing these games competitively on the desktop, and cloud gaming removes this barrier.

Cloud gaming allows gamers to leverage the most advanced GPUs and equipment and then stream it over fast internet connections (something that's widely available [to many homes in the US](#)).

2.5 WHAT IS THE NVIDIA - PLAYERWON CLOUD GAMING OPPORTUNITY?

Before: The old Free Tier allows gamers to access GFN with an extended waiting period to access their games.

After: The NVIDIA-PlayerWON cloud gaming partnership allows gamers to access NVIDIA's cloud gaming service, GeForce NOW (GFN), as a free ad-supported service.

After signing in, players are ushered into a waiting room where they are first shown two minutes of ads. After the ads play, they will notice a significantly reduced wait times compared to what they experienced before. The economics of ads allow GFN to increase cloud capacity for users of its service.

2.6 I'M AWARE OF PLAYERWON'S REWARDED GAME EXPERIENCE. HOW IS THIS DIFFERENT?

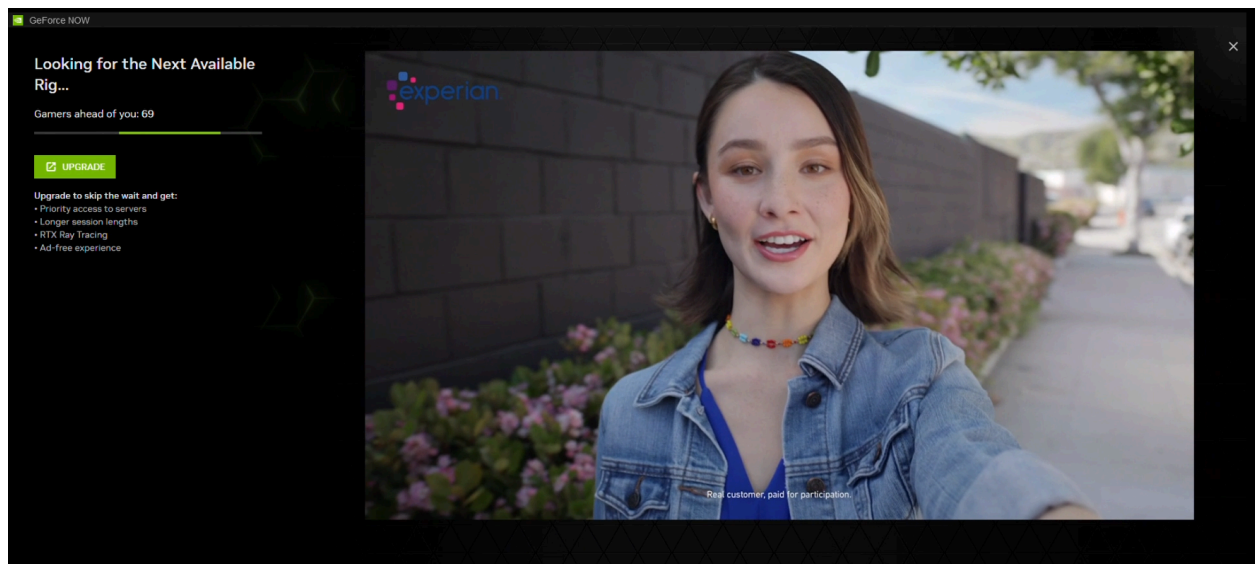
This is different. PlayerWON's other video inventory comes from opt-in, rewarded videos in console and PC games. The NVIDIA-PlayerWON cloud gaming inventory is not rewarded video. It is essentially a (currently 2-minute) ad pod of pre-roll video that runs for free tier users and shortens waiting time to access NVIDIA's cloud gaming service.

2.7 WHY IS THIS A COMPELLING OPPORTUNITY TO ADVERTISE?

According to [this article](#), NVIDIA's cloud gaming share in 2022 is significant and growing rapidly. This is a terrific opportunity for advertisers to leapfrog ahead of their competitors and get their message in front of a passionate, hard-to-reach audience of Gen Z and Millennial males, many of whom hardly watch traditional or streaming TV) in an uncluttered environment in a way that adds value to their experience.

2.8 COULD I SEE AN EXAMPLE OF THE USER EXPERIENCE?

The ad-supported waiting room experience is shown below.



2.9 WHY SHOULD I ACTIVATE THIS INVENTORY?

Activating this inventory allows advertisers and agencies to scale reach on hard-to-find Gen Z/Millennial light TV male viewers RAPIDLY in an unobtrusive, non-interruptive gaming environment.

- **Reach a young male audience at scale.** Reaching Gen Z and young millennial males on TV is challenging, and engaging them swiftly for big campaigns is even tougher. Yet, this demographic holds immense potential for brand discovery and loyalty. PlayerWON's cloud gaming inventory empowers advertisers and agencies to connect with abundant young male audiences in their natural digital habitats, facilitating early brand awareness and fostering lasting connections with this elusive demographic.

- **Positive brand association.** Brands can target young males on YouTube but often encounter issues like skipped or irritating unskippable pre-roll ads. This poses a risk of negative brand association, as viewers may feel forced to endure ads for minimal payoff. However, PlayerWON's cloud gaming inventory offers a solution with sponsored cloud gaming ads that enhance the experience by reducing wait times before gaming for free. This approach fosters positive brand association and leads to superior brand lift through non-interruptive advertising that adds value.

With NVIDIA and PlayerWON's cloud gaming pre-rolls, lower-tier subscribers can reduce their wait times for data center access by watching 2 minutes of non-skippable, audio-on ads that pause when not in view. With a huge trove of monthly active users, predominantly male and over 18, NVIDIA's cloud gaming ads offer the most scalable route to reach the elusive young male demographic. As the first-to-market with ad-supported cloud gaming, NVIDIA boasts the largest and fastest-growing service in the industry. Interruptive ads on other platforms like social media or YouTube may prove less effective, as viewers cannot skip, scroll, or swipe past them. Moreover, viewers recognize the value of these ads, as they grant free access to cloud gaming with reduced wait times.

3. General Questions

3.1 AREN'T MOST OF THE CLOUD GAMERS LESS THAN 18 YEARS OLD?

No – most of NVIDIA's cloud gaming audience is above 18 years old.

3.2 WILL ALL ADS BE AGE-APPROPRIATE?

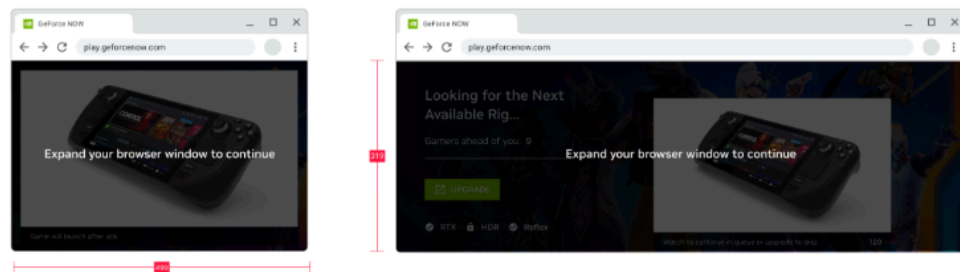
All ads on GFN are curated to be suitable for all players. We maintain a comprehensive list of restricted content and categories to ensure this.

3.3 HOW DO I KNOW IF THE AD IS VIEWABLE? WHAT IF A USER LEAVES THE TAB IN THE BACKGROUND AND MULTITASKS ON ANOTHER BROWSER WINDOW?

Advertisers have the option of running a viewability tag.

The cloud gaming ads auto-pause when the ad is not in view or the window is too small.

Overlay when ad is paused



3.4 DOES ANYONE STILL DO CLOUD GAMING? IS THERE ENOUGH SCALED INVENTORY TO SUPPORT MAJOR CAMPAIGNS?

Non-gamers may equate “cloud gaming” with the cheap games widely available on the internet and largely displaced by casual games on people’s mobile devices. That is NOT what cloud gaming is.

Cloud gaming is definitely on the rise. [Fortune predicts](#) that this will grow from a \$5.8B market in 2023 to an \$85B by 2030. NVIDIA’s GeForce NOW is the major player in the space, capturing a significant chunk of [cloud gamers](#) in the market at the end of 2023.

3.5 WILL AUDIO BE ON BY DEFAULT? WHAT IF USERS MUTE THE ADS WHILE WAITING?

The NVIDIA video player does not come with a mute button so that ads will run with audio on. Like any other video ad, users can mute audio through their PC control.

3.6 ARE THE VIDEO COMPLETION RATES COMPARABLE TO CTV?

Yes, we’ve seen that video completion rates are ~95% – comparable to what advertisers see on CTV.

3.7 WHAT SORT OF GAMES ARE AVAILABLE VIA CLOUD GAMING? AREN’T THEY SUBPAR TO CONSOLE GAMES?

Cloud gaming attracts a much more passionate audience interested in far more sophisticated games than console gaming. Consoles are actually cheaper machines that don’t have the computational power to play advanced video games well. You will always be able to build a much more powerful gaming PC than widely available consoles, but cloud gaming democratizes access to powerful hardware without the high costs of top-end gaming PCs.

In addition, the top console games are actually all available in the cloud. In fact, some of the most popular midcore/hardcore games are predominantly played on the PC. Fortnite is available on a console, but most people play it on a PC. League of Legends is NOT available on consoles.

Also, PC gamers actually [spend more](#) on video games than console gamers.

Here are the top 20 games on NVIDIA's cloud gaming service. As you can see, most are midcore or hardcore games; cloud gaming has access to most AAA titles:

1. Fortnite
2. Genshin Impact
3. Call of Duty®: Modern Warfare® II
4. Counter-Strike: Global Offensive
5. Rocket League®
6. Apex Legends™
7. THE FINALS
8. Forza Horizon 5
9. LEGO® Fortnite®
10. Marvel's Guardians of the Galaxy
11. Cyberpunk 2077®
12. Destiny 2
13. War Thunder
14. BeamNG.drive
15. League of Legends
16. Euro Truck Simulator 2
17. American Truck Simulator
18. ARK: Survival Evolved
19. Tom Clancy's Rainbow Six® Siege
20. Rust

NVIDIA actually has a wider selection of games on their cloud gaming service because they're more neutral than the other players, who manufacture consoles and carry console-specific titles. NVIDIA works with console manufacturers to carry their exclusive titles. Furthermore, NVIDIA's cloud gaming service carries games that are PC-only (not available on any console).

4. Product Specifics

4.1 HOW DO BRANDS BUY NVIDIA'S CLOUD GAMING INVENTORY?

Direct Insertion Orders. Direct Insertion orders allow advertisers to maximize their working media. Just [contact your PlayerWON representative](#).

Programmatic. Advertisers and agencies can leverage their own DSP to buy this inventory programmatically. We set up a private marketplace or a programmatic guaranteed deal for you – this is a great way to test the inventory. Just [contact your PlayerWON representative](#) to get started.

4.2 WHAT INFORMATION IS COLLECTED OR SHARED BY NVIDIA?

PlayerWON uses data from GFN to deliver relevant advertising and to measure the performance of advertising campaigns. PlayerWON collects and use information for the purpose of serving appropriate/relevant advertising, and to measure its effectiveness and distribution. Identifiers and information GFN collects and shares with PlayerWON may include:

- Details of ad views (e.g., type, duration, screen orientation, location)
- Domain type, IP address (hashed)
- Platform type
- Approximate geolocation data (derived from IP)
- Browser information, including browser type and language preference

Where possible, GFN de-identifies, anonymizes, or aggregates the information shared, or shares it in a way that does not directly identify users. Members can opt out of personalized advertising in the [NVIDIA Privacy Center](#). Opting out means they'll see non-personalized ads instead. Members under 16 cannot opt-in to personalized ads. See [NVIDIA's Privacy Policy](#) for more details.

4.3 WHAT CREATIVE DURATIONS ARE AVAILABLE?

15- and 30-second units are available. Longer, non-standard units are also supported due to the current 2-minute ad pod.

4.4 IS THIS AVAILABLE GLOBALLY? WHAT IS THE SIZE OF THE US AUDIENCE?

Yes, this is available internationally. We expect the majority of impressions to come from the US.

4.5 WHAT DEVICES CAN PLAYERS STREAM ON?

Predominantly PCs. Though it's possible to stream cloud gaming to your mobile device, the share is small.

Furthermore, NVIDIA GeForce NOW is also an app that will be widely available in numerous connected TV app stores. For example, GeForce NOW is available preloaded on Samsung TV. Just connect a Bluetooth controller, and gamers can start streaming their games.

4.6 WHAT TARGETING IS AVAILABLE?

All forms of targeting that are commonly used in programmatic CTV are available, in addition to video game genre and title targeting. Genre/title targeting should only be for brand safety purposes (e.g. "I don't want to be in shooter games"). We can do it but we recommend to avoid it to maximize scale. Users typically need to select a game they want to play in the cloud before they enter the waiting room, allowing us to do this type of targeting.

Here is a list of genres as provided by NVIDIA:

- Action
- Adventure
- Arcade
- Battle Royale - Multiplayer game where many people begin but only one wins.

- Casual
- Family
- Fighting
- Free to Play
- Indie
- MMO – Massively multi-player online world like Eve Online, SecondLife, and others. Not a roleplaying game
- MMO RPG – Massively multiplayer online role-playing games
- MOBA – Multiplayer Online Battle Arena
- Platformer – games where you run and jump, like Super Mario Bros
- Puzzle
- Racing
- Role Playing
- Shooter
- Simulation
- Sports
- Strategy

4.7 CAN I PLACE A VIEWABILITY TAG? WILL IT RUN?

Yes, just include the viewability tag in the VAST tag.

5. About PlayerWON

PlayerWON[®], a Simulmedia company, is the first engagement and reward platform for Console, PC games, and cloud gaming services. PlayerWON empowers players to earn valuable in-game content and rewards, or access to cloud games for free, in return for watching brand sponsor videos. With a diverse range of game publishers and sponsors, PlayerWON is redefining how brands can connect with gamers in a positive, player-first manner. Discover the power of rewarded video and cloud gaming advertising with PlayerWON at PlayerWON.com. Brands can reach millions of gamers globally on PC and CTV through PlayerWON inventory, available through direct IO, PG, PMP, or Open Market RTB.