

CLOUD GAMING ADS

Reach Young Viewers with NVIDIA and PlayerWON®

PlayerWON, in partnership with NVIDIA GeForce NOW (GFN), paves the path to advertising success in the burgeoning cloud gaming industry. Gaming is the [#1 activity](#) for millions of Gen Z/Millennials, so engage them in a non-intrusive way to scale reach, drive loyalty, and create positive brand associations.

Turn Waiting Into Winning

Build a positive brand image with non-intrusive ads that reward gamers by helping reduce wait times for cloud play.



Align Your Brand with Top Games

Cloud gaming offers a rich mix of AAA and indie games, including PC exclusives. Engage a dedicated audience that values advanced gameplay and variety.



Pre-roll Ads Unlock Gamer Value

Free tier subscribers watch up to 2 minutes of ads. GFN provides a valuable, interruption-free experience that gamers appreciate, setting the stage for impactful brand connections.

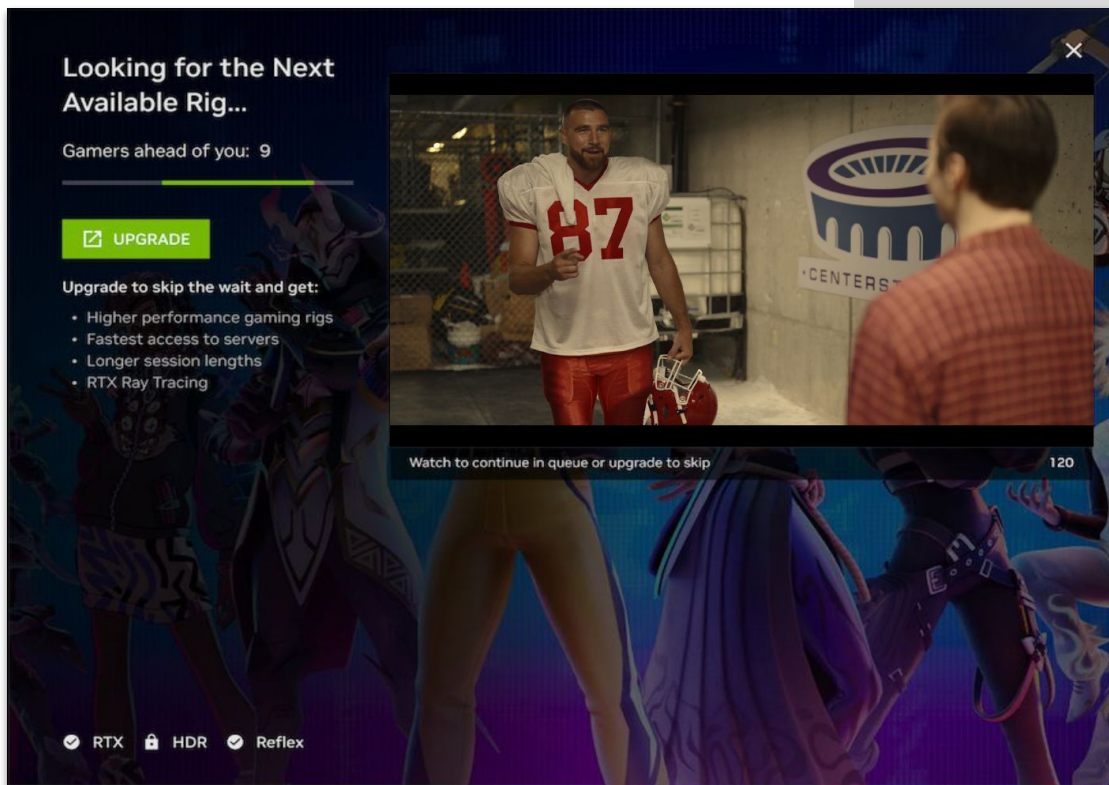


Maximum Ad Engagement

Engage gamers with smart ads that only play when in focus, play with audio on by default, and **boast a 95% completion rate.**



All forms of audience targeting available on programmatic CTV are available on cloud gaming ads through programmatic guaranteed and PMP deals with PlayerWON. In addition, genre/title exclusion for brand safety purposes is available.



After selecting a game to play in the cloud, free tier subscribers on NVIDIA GFN are greeted with two minutes of ads as they wait for a rig in the waiting room.

Elite Cloud Gaming Sponsorship

NVIDIA GeForce NOW (GFN) is home to a rapidly expanding user base of passionate gamers and top-tier AAA titles. Your brand gains prestige alongside the best in PC and console gaming.

Flexible spots on all screens

Engage gamers with **frequency-capped ads in 15, 30, or 60-second formats**. Stream your campaign on PCs and Connected TV apps.

Direct & programmatic ad access

Buy GFN gaming ads with ease. Opt for programmatic deals via your DSP or for direct insertion orders to ensure more of your budget goes to working media.

Age-appropriate ads

All ads on GFN are curated to be suitable for all members. To ensure this, we maintain a comprehensive list of restricted content and categories.

Catapult your brand into the spotlight with PlayerWON, in partnership with NVIDIA GeForce NOW. NVIDIA GFN is the dominant player in the cloud gaming market. Get your message in front of the challenging-to-reach Gen Z/Millennial demographic. **Contact us at info@playerwon.com**