

player.won™

Deliver Premium, TV-Quality Ads to Avid Gamers Within Top Console & PC Games

Unique Advertising Solution



Exclusive Inventory in Top 20 AAA Games

Access exclusive video game advertising inventory in our slate of popular console and PC titles across genres.



Premium Content for Passionate Players

Deliver full-screen, TV-quality video ads to Gen Z and Millennial consumers playing games on big-screen TVs or gaming monitors, allowing existing linear or CTV spots to be repurposed.



Most Engaged Audiences in Media

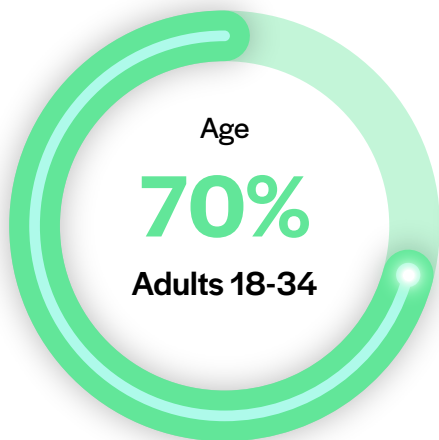
Connect with coveted M18-34 consumers for whom gaming is the #1 recreational activity, with 3 sessions per day and 4+ days per week spent playing.



Turnkey Campaign Activations

Seamless activation, management, and reporting that makes it easy to unlock incremental audiences that are nearly impossible to reach through linear TV advertising.

Our Audience



90% Male

10% Female

10MM+

Monthly Active Users

95%+

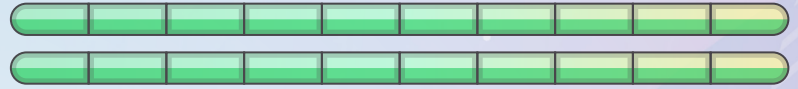
VCR

33%

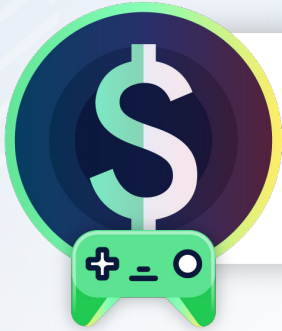
Can't be found on TV or streaming platforms

In-Game Ads Drive Brand Metrics

200% more purchasing power for gamers than non-gamers, per a Newzoo study



PlayerWON ran a summer 2021 campaign for a national U.S. restaurant chain. An in-game survey of over 1,000 players exposed to the sponsored video found significant brand lift for the client.



Purchase Intent

Gamers who saw the sponsored video ads were **306% more likely** to visit or make a purchase of the client's products.

+306%



Brand Perception

Gamers exposed to the ads were **97% more likely** to have a positive opinion of the client's products or services.

+43%



Brand Perception

Gamers who saw the in-game ads were **43% more likely** to report familiarity with the client's brand.

+43%