

# Frameplay Enables Intrinsic In-Game Advertising

## What Are Intrinsic In-Game Ads?

Intrinsic in-game ads are ads shown to consumers inside the game environment during video game play. Intrinsic ads don't disrupt the game experience for your potential customers.

## How Big & Diverse is the Gaming Market?

**2.6 billion people**  
immersed in virtual worlds

**3 billion hours**  
played around the globe

**65% of Americans**  
Play Games  
46% Female/54% Male

**Female 34, Male 33**  
Average Age

**The Gaming Audience is Larger than that of Netflix, Disney Plus, HBO, Hulu and ESPN combined.**

Source: SuperData

Entertainment Software Association | 2019  
LimeLight | 2019



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## Frameplay Advertising

Quality Content Environments,  
Trusted Targeting and Measurement

**Audience Targeting:** Game Genre, Game Rating, Geo, Age, Sex, plus custom audience capable

**Buying Methods:** Self-service, managed service or programmatic (coming October 2020)

**Measurement:** Frameplay Impression automatically includes 2D & 3D viewability calculation, 3rd party measurement via GCM, Nielsen DAR and soon to launch ComScore CCR/VCE. Many more are in the pipeline.

**Brand Lift:** custom study capable