

Press Release

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## **Adverty drives innovation in in-play advertising at Gamesforum – 30+ meetings with potential publishers**

**Adverty, a leader in in-play advertising, proudly attended Gamesforum Vietnam 2024 on November 27 in Hanoi. This significant event marked our role as the first in-play advertising provider to engage directly with Vietnam’s thriving mobile gaming ecosystem. Our team conducted more than 40 meetings during the event, including 10 with existing publishers and 30 with potential new publishers.**

With over 400 attendees from the gaming and ad-tech industries, the event served as a dynamic platform for us to strengthen relationships with supply-side partners and explore new opportunities. Our Chief Supply Officer, Chloe Cave, participated in a compelling fireside chat alongside TapNation’s CMO, Vincent Fevrier, and Sahil Modi, Partnerships Manager from Audiomob. The discussion focused on the evolving opportunities in mobile gaming and the future of in-play advertising.

Our team conducted more than 40 meetings during the event, including 10 with existing publishers and 30 with potential new partners. Additionally, we organized four exclusive office visits to top Vietnamese gaming studios: XGame, Falcon, ABI, and IEC. These engagements highlight our commitment to fostering meaningful partnerships and supporting the growth of the gaming industry in the region.

XGame, Falcon, ABI, and IEC are four prominent companies in the mobile gaming market, collectively boasting over 4 billion game downloads. XGame is a leading mobile game developer in Southeast Asia, Falcon focuses on publishing and scaling indie games, ABI offers cutting-edge gaming technologies, and IEC plays a significant role as a major distributor in the region.

The action plans include updating existing games from these partners to Adverty’s SDK 5, which will enable advanced clickable advertising capabilities. This initiative aims to enhance user engagement and drive innovative monetization strategies for all stakeholders involved.

As the gaming industry continues to flourish in Vietnam, Adverty is proud to lead the way in delivering cutting edge in-play solutions that enhance the gaming experience while driving meaningful results for our partners.

### **For further information, please contact:**

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## **About Adverty**

*Adverty, the leading in-game ad platform, delivers spectacular In-Play™ ads to connect brands and people through its revolutionary and multi-patented technology built for VR/AR and mobile games. The platform offers programmatic video and display ad inventory at scale and allows content creators to monetise the complete experience with unobtrusive, easy-to-integrate, immersive ads.*

*Founded in 2016, Adverty has offices in Stockholm, London, Istanbul and Lviv and enables new gaming revenue streams for developers and empowers advertisers to reach uniquely engaged audiences. More information at [www.adverty.com](http://www.adverty.com).*

## **Attachments**

**[Adverty drives innovation in in-play advertising at Gamesforum – 30+ meetings with potential publishers](#)**