

Press Release

27 October 2022 08:00:00 CEST

Adverty and Apex Mobile Media announce partnership to offer In-Play gaming inventory in Canada

Apex Mobile Media will act as a reseller partner, representing Adverty's ground-breaking in-game ad formats across the Canadian market.

Adverty AB (publ) today unveils a partnership with Apex Gaming Network, a division of Apex Mobile Media, having signed an agreement that allows the network to represent and sell Adverty's inventory in Canada, with the potential for campaigns also to run in the US. This partnership will enable advertisers in the region to benefit from seamless and immersive in-game advertising opportunities.

Apex Gaming Network is a division of in-app mobile advertising leader Apex Mobile Media and Canada's only gaming network that puts brands in premium game environments. It is dedicated to helping brands reach and engage gaming audiences in Canada, with exclusive partnerships with premium gaming partners from across the globe including Rovio, AudioMob, EA and SuperLeague Gaming, amongst others.

This partnership between Adverty and Apex Mobile Media comes at a time when growing numbers of advertisers are seeking to communicate and advertise within virtual gaming worlds, with Adverty now well on its way to global representation.

Walder Amaya, CEO and Co-Founder of Apex Mobile Media, says: *"We are thrilled to partner with Adverty and to bring its market-leading solutions to our clients in the Canadian market. By cementing this partnership, Apex Gaming Network will continue to lead the way in the Canadian mobile gaming space by offering new exciting advertising opportunities to our clients."*

VP Partner Sales, Alex Ginn, adds: *"We're delighted to be able to offer our ground-breaking in-game ad formats in partnership with Apex; opening up entirely new possibilities for engagement with audiences in this future-facing region."*

Apex already has trading agreements in place with all major holding groups and agencies in the Canadian market and the relationship has kicked off positively with an In-Play video campaign promoting the new LEGO Star Wars™ products to the Canadian market.

Earlier this year, Adverty launched an industry-first streaming video technology for In-Play ads – bringing innovative programmatic video display ad formats to the gaming world for the first time. With over 3 billion gamers globally, mainstream brands are increasingly turning to in-game advertising, now widely regarded as a central pillar for future innovations within gaming and the Metaverse.

About Apex Mobile Media

Apex Mobile Media is a leading mobile marketing solution company that delivers unparalleled end-to-end digital advertising services to brands and agencies in Canada and specializes in providing brands with a premium and transparent mobile advertising experience.

For further information, please contact:

Anders Rössel, CFO

Phone: +46 70 867 00 20

E-mail: ar@adverty.com

About Adverty

Adverty, the leading in-game advertising platform, delivers seamless In-Play™ and In-Menu™ ads to connect brands and people through its revolutionary and patented technology built for games. The platform offers true in-game 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, New York, Madrid, Munich, Helsinki, Istanbul and Lviv and works with advertisers, agencies and developers to unlock audiences and gaming revenue streams. More information at www.adverty.com.

Attachments

[Adverty and Apex Mobile Media announce partnership to offer In-Play gaming inventory in Canada](#)