

Press Release

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Adverty and League-M: Driving Strong Growth Through Strategic Collaboration

Adverty AB (publ), a pioneer in in-play advertising, and League-M, a leading digital sales house, are transforming the landscape of in-game advertising through their strategic partnership. Since becoming exclusive partners in March 2024, this collaboration has delivered remarkable results, achieving 124% year-over-year growth. Moreover, League-M has not only retained all its 2023 brand partners but also expanded its portfolio with a 30% increase in new brands in 2024.

Adverty and League-M have formed a strategic partnership to revolutionize in-game advertising in the DACH region (Germany, Austria, and Switzerland). The partnership began in May 2023 and accelerated after becoming exclusive in March 2024.

“League-M is a perfect example of how you can leverage a region when you work actively together from both sides” says **Jonas Söderqvist**, he continues: “League-M has been very curious and fast on their feet to meet our expectations and find new ways of packaging our products to their clients and brands. This way of working makes them one of the most important players within our stack of partners. We see a brilliant future and long and fruitful relationship between our companies.”

Since transitioning to an exclusive partnership in March 2024, Adverty and League-M have experienced remarkable growth. This strategic move has already driven a significant 124% year-over-year growth, additionally, League-M has retained all brands from 2023 and added 30% more new brands in 2024.

Gunnar Obermeier, Co-Founder League-M Europe:

“In Adverty, we have gained a partner who, in retrospect, has strengthened our in-game portfolio in the long term and opened up an even larger target group in this area for our clients, alongside our other exciting in-game partners.

We jointly live this partnership in a trusting and supportive atmosphere, which has further supported our joint success. Thank you to all team members at Adverty and thank you to our clients who have placed their trust in us. We want to further expand and intensify this partnership. We look forward to an amazing 2025!”

Key Benefits of the Partnership:

- **Expanded Reach:** By leveraging League-M's strong network of media agencies and trading partners, Adverty can access a wider range of premium branding budgets and reach a broader business opportunity in the DACH region.
- **Enhanced Ad Formats:** Adverty's innovative in-play ad formats, such as clickable and VAST-video ads, offer brands a unique way to engage with gaming audiences and drive brand awareness and conversions.

- **Improved Ad Performance:** League-M's expertise in digital advertising and media buying ensures that Adverty's campaigns are optimized for maximum impact, delivering measurable results for brands. Adverty delivers by far the best engagement and attention inventory compared to other digital platforms.
- **Seamless Integration:** Adverty's technology seamlessly integrates with games, ensuring that ads are delivered at the right time and in the right context, without disrupting the gaming experience.

A Shared Vision for the Future of In-Game Advertising

Both Adverty and League-M share a vision of a future where in-game advertising is a powerful and effective tool for brands. By combining their strengths and expertise, the two companies are willing to drive the growth of in-game advertising in the DACH region and beyond.

For more information, please visit:

- **Adverty:** <https://adverty.com/>
- **League-M:** <https://www.league-m.com/>

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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.

Attachments

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