

Press Release

12 January 2023 12:15:00 CET

Adverty unveils tremendous publisher growth

Adverty, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, onboarded 156 new mobile games from 23 new games publishers and developers in 2022. The company now hosts close to 250 mobile gaming apps within its exclusive In-Play ad network, which has almost doubled only in the last four months of 2022, with a strong forecast to further growth in 2023.

Among the new partners are **ABI Game Studio** with *Yoga Workout*, **Dodreams** with *Drive Ahead*, **Falcon** with *Bob's World - Jungle Adventure* and *PiMe - Avatar Online* and **Sulake** with *Hotel Hideaway: Virtual World*.

More than half of publishers working with Adverty now have In-Play ads in multiple games within their portfolios; **MondayOFF** with 9 titles, including *Gun Head Run* and *Mining Master*, **Dmobin** with 15 titles including *Survival 456 But It's Impostor* and *Survivor In Rainbow Monster*, and **XGame** with 20 titles including *MiniCraft: Blocky Craft 2022*.

One of the key components to Adverty's success in In-Play advertising is client and customer satisfaction. For publisher MondayOFF, In-Play ads fit beautifully in the restaurant scene of *Like A Pizza* and monetize players without taking away any gameplay time. Adverty brings 6% total advertising revenue uplift to MondayOFF, featuring 7+ million branded ads each month inside *Like A Pizza* without any negative impact on their user retention rate.

"Retention is key to us. Adverty drives consistent incremental revenue without impacting the player retention rate. In-Play is now part of our monetization stack for all titles", says Dunkun Kang, co-founder at MondayOFF.

Game publisher Dodreams leverages In-Play ads to create an additional and stable revenue stream for their mobile game *Drive Ahead*. Bringing real, branded ads into the stadium game scene also makes the game more realistic and elevates the whole user experience.

"Speaking candidly, revenue is a primary benefit of In-Play ads. Also, instead of placing fake ads, In-Play ads bring real, branded ads to the game's environment to really elevate and authenticate the gaming experience", explains Erik Pöntiskoski, CEO at Dodreams.

In-game advertising took a big leap in 2022, both from a media and a gaming perspective. In August, the industry, through IAB and Media Rating Council, released new measurement guidelines for intrinsic in-game advertising for the first time since 2009. This first step of establishing an industry standard for In-Play advertising falls in line with Adverty's proprietary and multi-patented technology for ad viewability measurement and will help accelerate the onboarding of more brands to the format in the near future.

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 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.

This information is information that Adverty AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-01-12 12:15 CET.

Attachments

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