

Press Release

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Advertly achieves major milestone with 400 games live on its innovative In-Play platform

Advertly, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, proudly announces a major accomplishment as it surpasses the monumental milestone of onboarding 400 games onto its groundbreaking advertising platform. This remarkable achievement underscores Advertly's commitment to innovation, growth, and enhancing the gaming experience for players and advertisers alike.

Since the close of 2022, when Advertly boasted a portfolio of 242 games, the company has consistently and impressively expanded its offering. In 2023 alone, Advertly has welcomed an average of 20 new games every month, demonstrating its relentless pursuit of excellence and its desire to continually enhance its platform.

This achievement is a testament to Advertly's steadfast dedication to staying at the forefront of the gaming industry. With 65% overall portfolio growth thus far in 2023, Advertly is not only meeting but exceeding expectations. By seamlessly integrating In-Play advertising within the gaming environment, Advertly empowers game developers to provide a non-intrusive environment for their players and advertisers to reach engaged audiences in an authentic and contextually relevant manner.

"We are thrilled to have reached the milestone of 400 games on our platform," said Chloe Cave, Chief Supply Officer at Advertly. "This accomplishment reflects the hard work and collaboration of our team, the trust of our publishers, and the escalation of the in-game space. We are committed to continuing our journey of innovation and excellence, providing both game developers and advertisers with unparalleled opportunities."

Advertly's platform seamlessly blends ads into the gaming experience, respecting the gamers' engagement while delivering valuable engagement opportunities to brands. With this achievement, Advertly strengthens its position as a leader in the in-game advertising space, driving the industry forward with its visionary approach.

Advertly In-Play supply summary:

- 2022 year-end: 242 games
- Onboarding 20 new games monthly on average in 2023
- Reached 400 games live in August 2023
- 65% overall portfolio growth so far in 2023

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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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