

Press Release

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## **Advertly announces exclusive sales partnership with AdArabia for MENA region**

**Advertly AB (publ), the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, is announcing an exclusive partnership with AdArabia to establish its presence in the MENA region.**

As part of this exclusive partnership, Advertly will leverage AdArabia's strong relationships with media agencies and buyers in the region and deliver its highly engaging gaming portfolio to leading brands seeking to reach their target audiences.

"We are excited to start collaborating exclusively with AdArabia for the MENA region as we see a tremendous growth potential for In-Play advertising in this part of the world. We have been hugely impressed by what AdArabia has planned for our ad format, both short and long term", said Jonas Söderqvist, CEO of Advertly AB.

"Advertly's portfolio has the perfect type of context for us to offer in the MENA region, with over 550 games in different genres. Providing engaged audiences through excellent ad placements in a catalogue that consists of 40% Sports & Racing games has proven to be a successful concept for our worldwide premium advertisers within the luxury cars and brands segment. Reaching 17% of the population between the age 15-55 offers a great opportunity for any brand in this region to actively work with their target audiences. Adding to that, we see an average time-in-view of 12 seconds for each impression, which is simply amazing. So, the communication between the brand and the audience is both extensive and exclusive, and above any KPI we see on other platforms", said Nisrine Ghazal, CEO of AdArabia Media.

About AdArabia:

AdArabia is a leading digital media sales representative, committed to transforming the digital advertising landscape. We specialize in connecting publishers, broadcasters, and advertisers, by offering innovative solutions for effective monetization, strategic advertising, and audience engagement. Our offering is complemented by a top-tier data package, which includes valuable first-party data and a comprehensive ad tech stack, offering end-to-end solutions that ensure seamless, efficient, and highly targeted digital advertising campaigns.

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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).*

*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 2024-05-20 12:47 CEST.*

**Attachments**

**[Adverty announces exclusive sales partnership with AdArabia for MENA region](#)**