

Press Release

16 May 2023 08:55:00 CEST

## Advertly partners with MediaFarm to enable In-Play advertising in Poland

Advertly AB, the leading in-game advertising provider and multi-patent-holding creator of the programmatic In-Play ad format, has entered into a strategic partnership with MediaFarm, a leading interactive sales house in Poland. The primary objective of this alliance is to broaden Advertly's range of in-game advertising offerings in the Polish market.

The partnership will utilize MediaFarm's extensive media agency network to introduce Advertly's groundbreaking In-Play advertising solution to brands seeking to engage their target audiences through immersive and engaging In-Play campaigns in Poland.

"We are delighted to join forces with MediaFarm to expand our global presence to the very important and large Polish market," said Advertly CEO Jonas Söderqvist. "Thanks to MediaFarm's knowledge and network, we will be able to offer highly engaging in-game campaigns in Poland."

"We are excited to be working with Advertly to bring this innovative offering to the Polish market. It's a game-changer for marketers seeking to engage Polish audience within an ever important gaming environment," said Tomasz Bruss, MediaFarm CEO.

### About MediaFarm

Established in 2011 and based in Warsaw (Poland), MediaFarm is a privately-owned Interactive Media Sales House. Leaders in kids advertising, MediaFarm provides an array of proven digital products including video, display, Rich Media and non-standard. MediaFarm represents publishers of hundreds of websites and applications, many of them exclusively in the Polish territory.

### For further information, please contact:

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### About Advertly

*Advertly, 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, Advertly 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.advertly.com](http://www.advertly.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 2023-05-16 08:55 CEST.*

## **Attachments**

**[Adverty partners with MediaFarm to enable In-Play advertising in Poland](#)**