

# Global Gaming Advertising Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Gaming Advertising Services market size was valued at US\$ 9223 million in 2025 and is forecast to a readjusted size of US\$ 13598 million by 2032 with a CAGR of 5.8% during review period.

Gaming Advertising Services refer to specialized digital marketing solutions designed to promote brands, products, and game titles through in-game advertising, game-adjacent media channels, esports platforms, influencer ecosystems, and programmatic ad networks that target gaming audiences; these services integrate ad technology, creative production, data analytics, and cross-platform campaign management to deliver immersive, interactive, and performance-driven advertising experiences within mobile, PC, console, VR, and cloud gaming environments.

The industry chain of gaming advertising services involves upstream contributors such as game developers, ad-tech vendors, creative studios, data analytics platforms, and esports organizers providing content inventory and technical infrastructure, midstream players like advertising networks, demand-side platforms, influencer agencies, and marketing service providers executing programmatic delivery, campaign optimization, and cross-platform integration, and downstream stakeholders including brands, advertisers, game publishers, and end-user gamers who receive targeted advertising experiences, while value is created through audience reach, monetization efficiency, content engagement, behavioral insights, and performance-driven advertising outcomes across digital ecosystems.

Ongoing and planned projects in gaming advertising services include major expansions

of programmatic in-game ad exchanges, development of AI-driven personalized creative platforms, global esports advertising infrastructure rollouts, new metaverse-focused ad integration systems, partnerships between ad-tech companies and AAA game publishers, large-scale mobile gaming ad inventory upgrades, cloud gaming ad monetization frameworks, immersive XR ad format R&D pipelines, and cross-platform measurement standards initiatives, all aiming to enhance global ad scalability, increase inventory transparency, improve advertiser targeting precision, and elevate user engagement across next-generation gaming ecosystems.

2025 Global Market Average Gross Profit Margin: 38%.

The global gaming advertising services market is undergoing rapid expansion as gaming evolves into one of the world's largest digital entertainment and media ecosystems. Market development is driven by the rising number of gamers, increasing gameplay time, deeper integration of advertising into mobile games, and the surge of esports viewership, which together elevate demand for brand exposure within gaming environments.

Regionally, North America and Europe dominate due to high digital ad spending and mature gaming markets, while Asia-Pacific shows the fastest growth fueled by mobile-first user populations and strong mobile game monetization ecosystems. Emerging regions like Latin America, the Middle East, and Southeast Asia are becoming high-ROI zones for advertisers due to young demographics and rapidly improving connectivity.

Opportunities arise from AI-driven personalization, metaverse-centric immersive ad formats, XR gaming, and cross-platform identity tracking, all enhancing precision targeting and performance attribution. However, risks include regulatory tightening on data privacy, user resistance to intrusive ad formats, and increasing sensitivity around brand safety in diverse gaming environments.

Market trends highlight the shift toward native and non-intrusive in-game ads, growth of cloud gaming ad inventory, expansion of esports sponsorship models, and rising demand for real-time analytics that measure deep user engagement. Competitive dynamics are shaped by the dominance of large ad-tech companies, the rapid consolidation of mobile ad networks, and increasing collaboration between game publishers and third-party ad platforms. Players differentiate through advanced AI optimization, diversified game inventory, transparent measurement, and large-scale programmatic capabilities. As gaming becomes a core component of omnichannel digital advertising strategies, service providers that integrate brand marketing, in-game

monetization, influencer ecosystems, and cross-platform analytics are positioned to gain the most.

Overall, the market continues to accelerate due to strong advertiser adoption, expanding gaming user bases, and continuous innovation in immersive ad delivery technologies.

This report is a detailed and comprehensive analysis for global Gaming Advertising Services market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Gaming Advertising Services market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Gaming Advertising Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Gaming Advertising Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Gaming Advertising Services market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Gaming Advertising Services

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Gaming Advertising Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Google Ads, Meta Audience Network, Unity Ads, ironSource / Unity LevelPlay, AppLovin, Digital Turbine / Fyber, Tencent Marketing Solutions, TikTok Pangle, InMobi Gaming Ads, AdColony (Digital Turbine), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market segmentation**

Gaming Advertising Services market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

#### Market segment by Type

In-Game Audio Advertising

In-Game Video Advertising

#### Market segment by Delivery Technology

Programmatic

AI-Driven Personalized

Location-Based

Others

#### Market segment by Platform Type

Mobile Gaming Advertising

PC Gaming Advertising

Console Gaming Advertising

Others

#### Market segment by Application

Consumer Electronics Brands

Food And Beverage Brands

Automotive And Mobility Brands

Fashion And Lifestyle Brands

Others

#### Market segment by players, this report covers

Google Ads

Meta Audience Network

Unity Ads

ironSource / Unity LevelPlay

AppLovin

Digital Turbine / Fyber

Tencent Marketing Solutions

TikTok Pangle

InMobi Gaming Ads

AdColony (Digital Turbine)

Chartboost

Vungle (Liftoff)

Moloco Gaming Advertising

Bidstack (In-Game Native Advertising)

Anzu In-Game Advertising

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Gaming Advertising Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Gaming Advertising Services, with revenue, gross margin, and global market share of Gaming Advertising Services from 2021 to 2026.

Chapter 3, the Gaming Advertising Services competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Gaming Advertising Services market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Gaming Advertising Services.

Chapter 13, to describe Gaming Advertising Services research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Gaming Advertising Services by Type

1.3.1 Overview: Global Gaming Advertising Services Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Gaming Advertising Services Consumption Value Market Share by Type in 2025

1.3.3 In-Game Audio Advertising

1.3.4 In-Game Video Advertising

1.4 Classification of Gaming Advertising Services by Delivery Technology

1.4.1 Overview: Global Gaming Advertising Services Market Size by Delivery Technology: 2021 Versus 2025 Versus 2032

1.4.2 Global Gaming Advertising Services Consumption Value Market Share by Delivery Technology in 2025

1.4.3 Programmatic

1.4.4 AI-Driven Personalized

1.4.5 Location-Based

1.4.6 Others

1.5 Classification of Gaming Advertising Services by Platform Type

1.5.1 Overview: Global Gaming Advertising Services Market Size by Platform Type: 2021 Versus 2025 Versus 2032

1.5.2 Global Gaming Advertising Services Consumption Value Market Share by Platform Type in 2025

1.5.3 Mobile Gaming Advertising

1.5.4 PC Gaming Advertising

1.5.5 Console Gaming Advertising

1.5.6 Others

1.6 Global Gaming Advertising Services Market by Application

1.6.1 Overview: Global Gaming Advertising Services Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Consumer Electronics Brands

1.6.3 Food And Beverage Brands

1.6.4 Automotive And Mobility Brands

1.6.5 Fashion And Lifestyle Brands

1.6.6 Others

1.7 Global Gaming Advertising Services Market Size & Forecast

1.8 Global Gaming Advertising Services Market Size and Forecast by Region

1.8.1 Global Gaming Advertising Services Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Gaming Advertising Services Market Size by Region, (2021-2032)

1.8.3 North America Gaming Advertising Services Market Size and Prospect (2021-2032)

1.8.4 Europe Gaming Advertising Services Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Gaming Advertising Services Market Size and Prospect (2021-2032)

1.8.6 South America Gaming Advertising Services Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Gaming Advertising Services Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

2.1 Google Ads

2.1.1 Google Ads Details

2.1.2 Google Ads Major Business

2.1.3 Google Ads Gaming Advertising Services Product and Solutions

2.1.4 Google Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Google Ads Recent Developments and Future Plans

2.2 Meta Audience Network

2.2.1 Meta Audience Network Details

2.2.2 Meta Audience Network Major Business

2.2.3 Meta Audience Network Gaming Advertising Services Product and Solutions

2.2.4 Meta Audience Network Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Meta Audience Network Recent Developments and Future Plans

2.3 Unity Ads

2.3.1 Unity Ads Details

2.3.2 Unity Ads Major Business

2.3.3 Unity Ads Gaming Advertising Services Product and Solutions

2.3.4 Unity Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Unity Ads Recent Developments and Future Plans

2.4 ironSource / Unity LevelPlay

2.4.1 ironSource / Unity LevelPlay Details

- 2.4.2 ironSource / Unity LevelPlay Major Business
- 2.4.3 ironSource / Unity LevelPlay Gaming Advertising Services Product and Solutions
- 2.4.4 ironSource / Unity LevelPlay Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.4.5 ironSource / Unity LevelPlay Recent Developments and Future Plans
- 2.5 AppLovin
  - 2.5.1 AppLovin Details
  - 2.5.2 AppLovin Major Business
  - 2.5.3 AppLovin Gaming Advertising Services Product and Solutions
  - 2.5.4 AppLovin Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.5.5 AppLovin Recent Developments and Future Plans
- 2.6 Digital Turbine / Fyber
  - 2.6.1 Digital Turbine / Fyber Details
  - 2.6.2 Digital Turbine / Fyber Major Business
  - 2.6.3 Digital Turbine / Fyber Gaming Advertising Services Product and Solutions
  - 2.6.4 Digital Turbine / Fyber Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.6.5 Digital Turbine / Fyber Recent Developments and Future Plans
- 2.7 Tencent Marketing Solutions
  - 2.7.1 Tencent Marketing Solutions Details
  - 2.7.2 Tencent Marketing Solutions Major Business
  - 2.7.3 Tencent Marketing Solutions Gaming Advertising Services Product and Solutions
  - 2.7.4 Tencent Marketing Solutions Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.7.5 Tencent Marketing Solutions Recent Developments and Future Plans
- 2.8 TikTok Pangle
  - 2.8.1 TikTok Pangle Details
  - 2.8.2 TikTok Pangle Major Business
  - 2.8.3 TikTok Pangle Gaming Advertising Services Product and Solutions
  - 2.8.4 TikTok Pangle Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.8.5 TikTok Pangle Recent Developments and Future Plans
- 2.9 InMobi Gaming Ads
  - 2.9.1 InMobi Gaming Ads Details
  - 2.9.2 InMobi Gaming Ads Major Business
  - 2.9.3 InMobi Gaming Ads Gaming Advertising Services Product and Solutions
  - 2.9.4 InMobi Gaming Ads Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)

- 2.9.5 InMobi Gaming Ads Recent Developments and Future Plans
- 2.10 AdColony (Digital Turbine)
  - 2.10.1 AdColony (Digital Turbine) Details
  - 2.10.2 AdColony (Digital Turbine) Major Business
  - 2.10.3 AdColony (Digital Turbine) Gaming Advertising Services Product and Solutions
  - 2.10.4 AdColony (Digital Turbine) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.10.5 AdColony (Digital Turbine) Recent Developments and Future Plans
- 2.11 Chartboost
  - 2.11.1 Chartboost Details
  - 2.11.2 Chartboost Major Business
  - 2.11.3 Chartboost Gaming Advertising Services Product and Solutions
  - 2.11.4 Chartboost Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.11.5 Chartboost Recent Developments and Future Plans
- 2.12 Vungle (Liftoff)
  - 2.12.1 Vungle (Liftoff) Details
  - 2.12.2 Vungle (Liftoff) Major Business
  - 2.12.3 Vungle (Liftoff) Gaming Advertising Services Product and Solutions
  - 2.12.4 Vungle (Liftoff) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.12.5 Vungle (Liftoff) Recent Developments and Future Plans
- 2.13 Moloco Gaming Advertising
  - 2.13.1 Moloco Gaming Advertising Details
  - 2.13.2 Moloco Gaming Advertising Major Business
  - 2.13.3 Moloco Gaming Advertising Gaming Advertising Services Product and Solutions
  - 2.13.4 Moloco Gaming Advertising Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.13.5 Moloco Gaming Advertising Recent Developments and Future Plans
- 2.14 Bidstack (In-Game Native Advertising)
  - 2.14.1 Bidstack (In-Game Native Advertising) Details
  - 2.14.2 Bidstack (In-Game Native Advertising) Major Business
  - 2.14.3 Bidstack (In-Game Native Advertising) Gaming Advertising Services Product and Solutions
  - 2.14.4 Bidstack (In-Game Native Advertising) Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 Bidstack (In-Game Native Advertising) Recent Developments and Future Plans
- 2.15 Anzu In-Game Advertising

- 2.15.1 Anzu In-Game Advertising Details
- 2.15.2 Anzu In-Game Advertising Major Business
- 2.15.3 Anzu In-Game Advertising Gaming Advertising Services Product and Solutions
- 2.15.4 Anzu In-Game Advertising Gaming Advertising Services Revenue, Gross Margin and Market Share (2021-2026)
- 2.15.5 Anzu In-Game Advertising Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Gaming Advertising Services Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of Gaming Advertising Services by Company Revenue
  - 3.2.2 Top 3 Gaming Advertising Services Players Market Share in 2025
  - 3.2.3 Top 6 Gaming Advertising Services Players Market Share in 2025
- 3.3 Gaming Advertising Services Market: Overall Company Footprint Analysis
  - 3.3.1 Gaming Advertising Services Market: Region Footprint
  - 3.3.2 Gaming Advertising Services Market: Company Product Type Footprint
  - 3.3.3 Gaming Advertising Services Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

### **4 MARKET SIZE SEGMENT BY TYPE**

- 4.1 Global Gaming Advertising Services Consumption Value and Market Share by Type (2021-2026)
- 4.2 Global Gaming Advertising Services Market Forecast by Type (2027-2032)

### **5 MARKET SIZE SEGMENT BY APPLICATION**

- 5.1 Global Gaming Advertising Services Consumption Value Market Share by Application (2021-2026)
- 5.2 Global Gaming Advertising Services Market Forecast by Application (2027-2032)

### **6 NORTH AMERICA**

- 6.1 North America Gaming Advertising Services Consumption Value by Type (2021-2032)
- 6.2 North America Gaming Advertising Services Market Size by Application (2021-2032)
- 6.3 North America Gaming Advertising Services Market Size by Country

6.3.1 North America Gaming Advertising Services Consumption Value by Country (2021-2032)

6.3.2 United States Gaming Advertising Services Market Size and Forecast (2021-2032)

6.3.3 Canada Gaming Advertising Services Market Size and Forecast (2021-2032)

6.3.4 Mexico Gaming Advertising Services Market Size and Forecast (2021-2032)

## **7 EUROPE**

7.1 Europe Gaming Advertising Services Consumption Value by Type (2021-2032)

7.2 Europe Gaming Advertising Services Consumption Value by Application (2021-2032)

7.3 Europe Gaming Advertising Services Market Size by Country

7.3.1 Europe Gaming Advertising Services Consumption Value by Country (2021-2032)

7.3.2 Germany Gaming Advertising Services Market Size and Forecast (2021-2032)

7.3.3 France Gaming Advertising Services Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Gaming Advertising Services Market Size and Forecast (2021-2032)

7.3.5 Russia Gaming Advertising Services Market Size and Forecast (2021-2032)

7.3.6 Italy Gaming Advertising Services Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Gaming Advertising Services Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Gaming Advertising Services Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Gaming Advertising Services Market Size by Region

8.3.1 Asia-Pacific Gaming Advertising Services Consumption Value by Region (2021-2032)

8.3.2 China Gaming Advertising Services Market Size and Forecast (2021-2032)

8.3.3 Japan Gaming Advertising Services Market Size and Forecast (2021-2032)

8.3.4 South Korea Gaming Advertising Services Market Size and Forecast (2021-2032)

8.3.5 India Gaming Advertising Services Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Gaming Advertising Services Market Size and Forecast (2021-2032)

8.3.7 Australia Gaming Advertising Services Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

9.1 South America Gaming Advertising Services Consumption Value by Type (2021-2032)

9.2 South America Gaming Advertising Services Consumption Value by Application (2021-2032)

9.3 South America Gaming Advertising Services Market Size by Country

9.3.1 South America Gaming Advertising Services Consumption Value by Country (2021-2032)

9.3.2 Brazil Gaming Advertising Services Market Size and Forecast (2021-2032)

9.3.3 Argentina Gaming Advertising Services Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Gaming Advertising Services Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Gaming Advertising Services Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Gaming Advertising Services Market Size by Country

10.3.1 Middle East & Africa Gaming Advertising Services Consumption Value by Country (2021-2032)

10.3.2 Turkey Gaming Advertising Services Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Gaming Advertising Services Market Size and Forecast (2021-2032)

10.3.4 UAE Gaming Advertising Services Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Gaming Advertising Services Market Drivers

11.2 Gaming Advertising Services Market Restraints

11.3 Gaming Advertising Services Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

- 12.1 Gaming Advertising Services Industry Chain
- 12.2 Gaming Advertising Services Upstream Analysis
- 12.3 Gaming Advertising Services Midstream Analysis
- 12.4 Gaming Advertising Services Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1. Global Gaming Advertising Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Table 2. Global Gaming Advertising Services Consumption Value by Delivery Technology, (USD Million), 2021 & 2025 & 2032
- Table 3. Global Gaming Advertising Services Consumption Value by Platform Type, (USD Million), 2021 & 2025 & 2032
- Table 4. Global Gaming Advertising Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Table 5. Global Gaming Advertising Services Consumption Value by Region (2021-2026) & (USD Million)
- Table 6. Global Gaming Advertising Services Consumption Value by Region (2027-2032) & (USD Million)
- Table 7. Google Ads Company Information, Head Office, and Major Competitors
- Table 8. Google Ads Major Business
- Table 9. Google Ads Gaming Advertising Services Product and Solutions
- Table 10. Google Ads Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 11. Google Ads Recent Developments and Future Plans
- Table 12. Meta Audience Network Company Information, Head Office, and Major Competitors
- Table 13. Meta Audience Network Major Business
- Table 14. Meta Audience Network Gaming Advertising Services Product and Solutions
- Table 15. Meta Audience Network Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 16. Meta Audience Network Recent Developments and Future Plans
- Table 17. Unity Ads Company Information, Head Office, and Major Competitors
- Table 18. Unity Ads Major Business
- Table 19. Unity Ads Gaming Advertising Services Product and Solutions
- Table 20. Unity Ads Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 21. ironSource / Unity LevelPlay Company Information, Head Office, and Major Competitors
- Table 22. ironSource / Unity LevelPlay Major Business
- Table 23. ironSource / Unity LevelPlay Gaming Advertising Services Product and Solutions

Table 24. ironSource / Unity LevelPlay Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. ironSource / Unity LevelPlay Recent Developments and Future Plans

Table 26. AppLovin Company Information, Head Office, and Major Competitors

Table 27. AppLovin Major Business

Table 28. AppLovin Gaming Advertising Services Product and Solutions

Table 29. AppLovin Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. AppLovin Recent Developments and Future Plans

Table 31. Digital Turbine / Fyber Company Information, Head Office, and Major Competitors

Table 32. Digital Turbine / Fyber Major Business

Table 33. Digital Turbine / Fyber Gaming Advertising Services Product and Solutions

Table 34. Digital Turbine / Fyber Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Digital Turbine / Fyber Recent Developments and Future Plans

Table 36. Tencent Marketing Solutions Company Information, Head Office, and Major Competitors

Table 37. Tencent Marketing Solutions Major Business

Table 38. Tencent Marketing Solutions Gaming Advertising Services Product and Solutions

Table 39. Tencent Marketing Solutions Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Tencent Marketing Solutions Recent Developments and Future Plans

Table 41. TikTok Pangle Company Information, Head Office, and Major Competitors

Table 42. TikTok Pangle Major Business

Table 43. TikTok Pangle Gaming Advertising Services Product and Solutions

Table 44. TikTok Pangle Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. TikTok Pangle Recent Developments and Future Plans

Table 46. InMobi Gaming Ads Company Information, Head Office, and Major Competitors

Table 47. InMobi Gaming Ads Major Business

Table 48. InMobi Gaming Ads Gaming Advertising Services Product and Solutions

Table 49. InMobi Gaming Ads Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. InMobi Gaming Ads Recent Developments and Future Plans

Table 51. AdColony (Digital Turbine) Company Information, Head Office, and Major Competitors

- Table 52. AdColony (Digital Turbine) Major Business
- Table 53. AdColony (Digital Turbine) Gaming Advertising Services Product and Solutions
- Table 54. AdColony (Digital Turbine) Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 55. AdColony (Digital Turbine) Recent Developments and Future Plans
- Table 56. Chartboost Company Information, Head Office, and Major Competitors
- Table 57. Chartboost Major Business
- Table 58. Chartboost Gaming Advertising Services Product and Solutions
- Table 59. Chartboost Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 60. Chartboost Recent Developments and Future Plans
- Table 61. Vungle (Liftoff) Company Information, Head Office, and Major Competitors
- Table 62. Vungle (Liftoff) Major Business
- Table 63. Vungle (Liftoff) Gaming Advertising Services Product and Solutions
- Table 64. Vungle (Liftoff) Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. Vungle (Liftoff) Recent Developments and Future Plans
- Table 66. Moloco Gaming Advertising Company Information, Head Office, and Major Competitors
- Table 67. Moloco Gaming Advertising Major Business
- Table 68. Moloco Gaming Advertising Gaming Advertising Services Product and Solutions
- Table 69. Moloco Gaming Advertising Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 70. Moloco Gaming Advertising Recent Developments and Future Plans
- Table 71. Bidstack (In-Game Native Advertising) Company Information, Head Office, and Major Competitors
- Table 72. Bidstack (In-Game Native Advertising) Major Business
- Table 73. Bidstack (In-Game Native Advertising) Gaming Advertising Services Product and Solutions
- Table 74. Bidstack (In-Game Native Advertising) Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 75. Bidstack (In-Game Native Advertising) Recent Developments and Future Plans
- Table 76. Anzu In-Game Advertising Company Information, Head Office, and Major Competitors
- Table 77. Anzu In-Game Advertising Major Business
- Table 78. Anzu In-Game Advertising Gaming Advertising Services Product and

## Solutions

Table 79. Anzu In-Game Advertising Gaming Advertising Services Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Anzu In-Game Advertising Recent Developments and Future Plans

Table 81. Global Gaming Advertising Services Revenue (USD Million) by Players (2021-2026)

Table 82. Global Gaming Advertising Services Revenue Share by Players (2021-2026)

Table 83. Breakdown of Gaming Advertising Services by Company Type (Tier 1, Tier 2, and Tier 3)

Table 84. Market Position of Players in Gaming Advertising Services, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 85. Head Office of Key Gaming Advertising Services Players

Table 86. Gaming Advertising Services Market: Company Product Type Footprint

Table 87. Gaming Advertising Services Market: Company Product Application Footprint

Table 88. Gaming Advertising Services New Market Entrants and Barriers to Market Entry

Table 89. Gaming Advertising Services Mergers, Acquisition, Agreements, and Collaborations

Table 90. Global Gaming Advertising Services Consumption Value (USD Million) by Type (2021-2026)

Table 91. Global Gaming Advertising Services Consumption Value Share by Type (2021-2026)

Table 92. Global Gaming Advertising Services Consumption Value Forecast by Type (2027-2032)

Table 93. Global Gaming Advertising Services Consumption Value by Application (2021-2026)

Table 94. Global Gaming Advertising Services Consumption Value Forecast by Application (2027-2032)

Table 95. North America Gaming Advertising Services Consumption Value by Type (2021-2026) & (USD Million)

Table 96. North America Gaming Advertising Services Consumption Value by Type (2027-2032) & (USD Million)

Table 97. North America Gaming Advertising Services Consumption Value by Application (2021-2026) & (USD Million)

Table 98. North America Gaming Advertising Services Consumption Value by Application (2027-2032) & (USD Million)

Table 99. North America Gaming Advertising Services Consumption Value by Country (2021-2026) & (USD Million)

Table 100. North America Gaming Advertising Services Consumption Value by Country

(2027-2032) & (USD Million)

Table 101. Europe Gaming Advertising Services Consumption Value by Type

(2021-2026) & (USD Million)

Table 102. Europe Gaming Advertising Services Consumption Value by Type

(2027-2032) & (USD Million)

Table 103. Europe Gaming Advertising Services Consumption Value by Application

(2021-2026) & (USD Million)

Table 104. Europe Gaming Advertising Services Consumption Value by Application

(2027-2032) & (USD Million)

Table 105. Europe Gaming Advertising Services Consumption Value by Country

(2021-2026) & (USD Million)

Table 106. Europe Gaming Advertising Services Consumption Value by Country

(2027-2032) & (USD Million)

Table 107. Asia-Pacific Gaming Advertising Services Consumption Value by Type

(2021-2026) & (USD Million)

Table 108. Asia-Pacific Gaming Advertising Services Consumption Value by Type

(2027-2032) & (USD Million)

Table 109. Asia-Pacific Gaming Advertising Services Consumption Value by Application

(2021-2026) & (USD Million)

Table 110. Asia-Pacific Gaming Advertising Services Consumption Value by Application

(2027-2032) & (USD Million)

Table 111. Asia-Pacific Gaming Advertising Services Consumption Value by Region

(2021-2026) & (USD Million)

Table 112. Asia-Pacific Gaming Advertising Services Consumption Value by Region

(2027-2032) & (USD Million)

Table 113. South America Gaming Advertising Services Consumption Value by Type

(2021-2026) & (USD Million)

Table 114. South America Gaming Advertising Services Consumption Value by Type

(2027-2032) & (USD Million)

Table 115. South America Gaming Advertising Services Consumption Value by

Application (2021-2026) & (USD Million)

Table 116. South America Gaming Advertising Services Consumption Value by

Application (2027-2032) & (USD Million)

Table 117. South America Gaming Advertising Services Consumption Value by Country

(2021-2026) & (USD Million)

Table 118. South America Gaming Advertising Services Consumption Value by Country

(2027-2032) & (USD Million)

Table 119. Middle East & Africa Gaming Advertising Services Consumption Value by

Type (2021-2026) & (USD Million)

Table 120. Middle East & Africa Gaming Advertising Services Consumption Value by Type (2027-2032) & (USD Million)

Table 121. Middle East & Africa Gaming Advertising Services Consumption Value by Application (2021-2026) & (USD Million)

Table 122. Middle East & Africa Gaming Advertising Services Consumption Value by Application (2027-2032) & (USD Million)

Table 123. Middle East & Africa Gaming Advertising Services Consumption Value by Country (2021-2026) & (USD Million)

Table 124. Middle East & Africa Gaming Advertising Services Consumption Value by Country (2027-2032) & (USD Million)

Table 125. Global Key Players of Gaming Advertising Services Upstream (Raw Materials)

Table 126. Global Gaming Advertising Services Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Gaming Advertising Services Picture
- Figure 2. Global Gaming Advertising Services Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Gaming Advertising Services Consumption Value Market Share by Type in 2025
- Figure 4. In-Game Audio Advertising
- Figure 5. In-Game Video Advertising
- Figure 6. Global Gaming Advertising Services Consumption Value by Delivery Technology, (USD Million), 2021 & 2025 & 2032
- Figure 7. Global Gaming Advertising Services Consumption Value Market Share by Delivery Technology in 2025
- Figure 8. Programmatic
- Figure 9. AI-Driven Personalized
- Figure 10. Location-Based
- Figure 11. Others
- Figure 12. Global Gaming Advertising Services Consumption Value by Platform Type, (USD Million), 2021 & 2025 & 2032
- Figure 13. Global Gaming Advertising Services Consumption Value Market Share by Platform Type in 2025
- Figure 14. Mobile Gaming Advertising
- Figure 15. PC Gaming Advertising
- Figure 16. Console Gaming Advertising
- Figure 17. Others
- Figure 18. Global Gaming Advertising Services Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 19. Gaming Advertising Services Consumption Value Market Share by Application in 2025
- Figure 20. Consumer Electronics Brands Picture
- Figure 21. Food And Beverage Brands Picture
- Figure 22. Automotive And Mobility Brands Picture
- Figure 23. Fashion And Lifestyle Brands Picture
- Figure 24. Others Picture
- Figure 25. Global Gaming Advertising Services Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 26. Global Gaming Advertising Services Consumption Value and Forecast

(2021-2032) & (USD Million)

Figure 27. Global Market Gaming Advertising Services Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 28. Global Gaming Advertising Services Consumption Value Market Share by Region (2021-2032)

Figure 29. Global Gaming Advertising Services Consumption Value Market Share by Region in 2025

Figure 30. North America Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 31. Europe Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 32. Asia-Pacific Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 33. South America Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 34. Middle East & Africa Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 35. Company Three Recent Developments and Future Plans

Figure 36. Global Gaming Advertising Services Revenue Share by Players in 2025

Figure 37. Gaming Advertising Services Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 38. Market Share of Gaming Advertising Services by Player Revenue in 2025

Figure 39. Top 3 Gaming Advertising Services Players Market Share in 2025

Figure 40. Top 6 Gaming Advertising Services Players Market Share in 2025

Figure 41. Global Gaming Advertising Services Consumption Value Share by Type (2021-2026)

Figure 42. Global Gaming Advertising Services Market Share Forecast by Type (2027-2032)

Figure 43. Global Gaming Advertising Services Consumption Value Share by Application (2021-2026)

Figure 44. Global Gaming Advertising Services Market Share Forecast by Application (2027-2032)

Figure 45. North America Gaming Advertising Services Consumption Value Market Share by Type (2021-2032)

Figure 46. North America Gaming Advertising Services Consumption Value Market Share by Application (2021-2032)

Figure 47. North America Gaming Advertising Services Consumption Value Market Share by Country (2021-2032)

Figure 48. United States Gaming Advertising Services Consumption Value (2021-2032)

& (USD Million)

Figure 49. Canada Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 50. Mexico Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 51. Europe Gaming Advertising Services Consumption Value Market Share by Type (2021-2032)

Figure 52. Europe Gaming Advertising Services Consumption Value Market Share by Application (2021-2032)

Figure 53. Europe Gaming Advertising Services Consumption Value Market Share by Country (2021-2032)

Figure 54. Germany Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 55. France Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 56. United Kingdom Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 57. Russia Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 58. Italy Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 59. Asia-Pacific Gaming Advertising Services Consumption Value Market Share by Type (2021-2032)

Figure 60. Asia-Pacific Gaming Advertising Services Consumption Value Market Share by Application (2021-2032)

Figure 61. Asia-Pacific Gaming Advertising Services Consumption Value Market Share by Region (2021-2032)

Figure 62. China Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 63. Japan Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 64. South Korea Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 65. India Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 66. Southeast Asia Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 67. Australia Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 68. South America Gaming Advertising Services Consumption Value Market Share by Type (2021-2032)

Figure 69. South America Gaming Advertising Services Consumption Value Market Share by Application (2021-2032)

Figure 70. South America Gaming Advertising Services Consumption Value Market Share by Country (2021-2032)

Figure 71. Brazil Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 72. Argentina Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 73. Middle East & Africa Gaming Advertising Services Consumption Value Market Share by Type (2021-2032)

Figure 74. Middle East & Africa Gaming Advertising Services Consumption Value Market Share by Application (2021-2032)

Figure 75. Middle East & Africa Gaming Advertising Services Consumption Value Market Share by Country (2021-2032)

Figure 76. Turkey Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 77. Saudi Arabia Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 78. UAE Gaming Advertising Services Consumption Value (2021-2032) & (USD Million)

Figure 79. Gaming Advertising Services Market Drivers

Figure 80. Gaming Advertising Services Market Restraints

Figure 81. Gaming Advertising Services Market Trends

Figure 82. Porters Five Forces Analysis

Figure 83. Gaming Advertising Services Industrial Chain

Figure 84. Methodology

Figure 85. Research Process and Data Source

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