

Global In-Game Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/G3648F9F6E8GEN.html>

Date: August 2018

Pages: 115

Price: US\$ 3,480.00 (Single User License)

ID: G3648F9F6E8GEN

Abstracts

In-game advertising (IGA) refers to advertising in computer and video games. IGA differs from adver gaming, which refers to a game specifically made to advertise a product. Due to the custom programming required, dynamic advertising is usually presented in the background; static advertisements can appear as either.

SCOPE OF THE REPORT:

This report studies the In-Game Advertising market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the In-Game Advertising market by product type and applications/end industries.

Increasing demand for social and mobile gaming is expected to drive the global in-game advertising market. In-game advertising allows advertisements to be integrated into desktop and mobile games through commercials, cut-scenes, billboards, and background displays. Additionally, these advertisements are non-interrupting and facilitate seamless experience to players. In-game advertisements are anticipated to cause greater audio-visual impact causing favorable and long-lasting product impressions on viewers.

Various benefits such as reduced advertising expenses, increased reach and return on investments, rapid integration, and easy configuration of advertisements in social gaming are anticipated to drive the in-game advertising market. Further, implementation of various payment schemes for gaming reduces frauds, which may propel market demand over the forecast period. Increasing availability of free mobile games utilizing in-game advertising to generate revenues is anticipated to propel market growth. This service may also generate added revenues for game developers, which is further

expected to fuel market growth. In-game advertisements integrated in mobile games also enable location and tracking features, which may be utilized to provide location specific advertisements to consumers resulting in greater consumer impact. The global In-Game Advertising market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of In-Game Advertising.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Motive Interactive

RapidFire

Double Fusion

Engage Advertising

Giftgaming

Electronic Arts

Google Adscape Media

Media Spike

Playwire Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Dynamic In-Game Advertising (aka DIGA)

Static In-Game Advertising

Advergames

Market Segment by Applications, can be divided into

Mobile phone

PC

Others

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