

# Global In-Game Advertising Platform Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/G1D70BD9F00BEN.html>

Date: January 2026

Pages: 127

Price: US\$ 4,480.00 (Single User License)

ID: G1D70BD9F00BEN

## Abstracts

The global In-Game Advertising Platform market size is expected to reach \$ 15362 million by 2032, rising at a market growth of 8.7% CAGR during the forecast period (2026-2032).

In-Game Advertising Platform refers to a digital ad-tech ecosystem that enables the delivery, optimization, targeting, and measurement of advertisements embedded directly within gaming environments, supporting a wide range of formats including native in-game billboards, rewarded ads, immersive 3D placements, programmatic units, and interactive ad experiences across mobile, PC, console, cloud, and VR/AR games through integrated SDKs, real-time bidding systems, and data-driven campaign management tools.

The industry chain of in-game advertising platforms includes upstream providers such as game developers, SDK solution vendors, creative studios, data analytics companies, cloud infrastructure providers, and measurement technology firms, midstream players including programmatic ad networks, demand-side platforms, ad exchanges, influencer marketing agencies, and campaign optimization services that manage targeting, bidding, creative adaptation, and cross-device attribution, and downstream users including global brands, ad agencies, game publishers, and millions of gamers interacting with the ads, generating engagement data, and driving monetization outcomes through immersive and non-intrusive game-integrated advertising experiences.

Current and planned projects include large-scale expansions of global programmatic in-game ad exchanges, development of immersive XR ad format ecosystems, metaverse-driven advertising frameworks, AI-enhanced in-game creative engines, intercontinental gaming ad inventory hubs, server-to-server integration upgrades for cloud gaming, privacy-first user identity systems, cross-platform performance attribution standards, esports-linked advertising networks, and collaborative initiatives between ad-tech firms

and AAA publishers that aim to increase transparency, scale high-quality inventory, improve creative personalization, support brand-safe in-game placements, and elevate monetization efficiency worldwide.

2025 Global Market Average Gross Profit Margin: 41%.

The in-game advertising platform market is experiencing rapid acceleration as gaming becomes one of the world's largest entertainment industries, surpassing film and traditional media. Market development is fueled by the shift toward mobile gaming, the rise of programmatic ad buying, and the growing acceptance of non-intrusive in-game placements by both gamers and advertisers.

Regionally, North America and Europe lead in brand spending, while Asia-Pacific dominates in gaming traffic volume and mobile game monetization. Emerging markets in Latin America, the Middle East, and Southeast Asia are becoming high-potential regions due to expanding gamer populations and improved network infrastructure. Opportunities arise from immersive formats such as 3D billboards, XR advertising, and dynamic in-world product placements that blend naturally with gameplay. Cloud gaming platforms are further expanding available ad inventory with continuous, device-agnostic access to games. Risks include ad fraud, data privacy regulations, inconsistent performance measurement standards, and potential user pushback if ads disrupt the gameplay experience.

Market trends highlight increasing demand for native, seamless ad formats, growth of rewarded ads for user acquisition, and rapid integration of AI for creative personalization and predictive targeting. Competition intensifies as major ad-tech companies consolidate and expand into gaming, while specialized in-game advertising startups differentiate through advanced 3D rendering and brand-safe environments. Large publishers increasingly partner with full-stack advertising platforms to monetize global audiences more efficiently.

Overall, the market outlook remains strong as advertisers shift budgets toward gaming environments and technology continues to enhance engagement, measurement accuracy, and creative quality.

This report studies the global In-Game Advertising Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for In-Game Advertising Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of In-Game Advertising Platform that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global In-Game Advertising Platform total market, 2021-2032, (USD Million)

Global In-Game Advertising Platform total market by region & country, CAGR,

2021-2032, (USD Million)

U.S. VS China: In-Game Advertising Platform total market, key domestic companies, and share, (USD Million)

Global In-Game Advertising Platform revenue by player, revenue and market share 2021-2026, (USD Million)

Global In-Game Advertising Platform total market by Type, CAGR, 2021-2032, (USD Million)

Global In-Game Advertising Platform total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global In-Game Advertising Platform 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 Unity Ads (Unity Technologies), AppLovin / MAX, ironSource / Unity LevelPlay, Google Ads (In-App & Gaming Inventory), Meta Audience Network, Digital Turbine, InMobi Gaming Ads, Chartboost, Moloco Gaming Ads, Bidstack (Native In-Game Advertising), etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world In-Game Advertising Platform market

**Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global In-Game Advertising Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global In-Game Advertising Platform Market, Segmentation by Type:

In-Game Video Advertising

Rewarded and Playable Advertising

Others

#### Global In-Game Advertising Platform Market, Segmentation by Delivery Technology:

Programmatic Advertising

Contextual and Behavioral Targeting Advertising

AI-Driven Personalized Advertising

Others

#### Global In-Game Advertising Platform Market, Segmentation by Platform Type:

Mobile In-Game Advertising Platform

PC In-Game Advertising Platform

Console In-Game Advertising Platform

#### Global In-Game Advertising Platform Market, Segmentation by Application:

Daily Consumer Goods Brands

Automotive and Transportation Brands

Food and Beverage Brands

Others

**Companies Profiled:**

Unity Ads (Unity Technologies)

AppLovin / MAX

ironSource / Unity LevelPlay

Google Ads (In-App & Gaming Inventory)

Meta Audience Network

Digital Turbine

InMobi Gaming Ads

Chartboost

Moloco Gaming Ads

Bidstack (Native In-Game Advertising)

Anzu (3D In-Game Advertising)

Admix (Landvault)

Liftoff (Mobile In-Game DSP)

Pangle (ByteDance Global Gaming Network)

Tencent

### Key Questions Answered

1. How big is the global In-Game Advertising Platform market?
2. What is the demand of the global In-Game Advertising Platform market?
3. What is the year over year growth of the global In-Game Advertising Platform market?
4. What is the total value of the global In-Game Advertising Platform market?
5. Who are the Major Players in the global In-Game Advertising Platform market?
6. What are the growth factors driving the market demand?

## Contents

### 1 SUPPLY SUMMARY

- 1.1 In-Game Advertising Platform Introduction
- 1.2 World In-Game Advertising Platform Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World In-Game Advertising Platform Total Market by Region (by Headquarter Location)
  - 1.3.1 World In-Game Advertising Platform Market Size by Region (2021-2032), (by Headquarter Location)
  - 1.3.2 United States Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.3 China Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.4 Europe Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.5 Japan Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.6 South Korea Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.7 ASEAN Based Company In-Game Advertising Platform Revenue (2021-2032)
  - 1.3.8 India Based Company In-Game Advertising Platform Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
  - 1.4.1 In-Game Advertising Platform Market Drivers
  - 1.4.2 Factors Affecting Demand
  - 1.4.3 Major Market Trends

### 2 DEMAND SUMMARY

- 2.1 World In-Game Advertising Platform Consumption Value (2021-2032)
- 2.2 World In-Game Advertising Platform Consumption Value by Region
  - 2.2.1 World In-Game Advertising Platform Consumption Value by Region (2021-2026)
  - 2.2.2 World In-Game Advertising Platform Consumption Value Forecast by Region (2027-2032)
- 2.3 United States In-Game Advertising Platform Consumption Value (2021-2032)
- 2.4 China In-Game Advertising Platform Consumption Value (2021-2032)
- 2.5 Europe In-Game Advertising Platform Consumption Value (2021-2032)
- 2.6 Japan In-Game Advertising Platform Consumption Value (2021-2032)
- 2.7 South Korea In-Game Advertising Platform Consumption Value (2021-2032)
- 2.8 ASEAN In-Game Advertising Platform Consumption Value (2021-2032)
- 2.9 India In-Game Advertising Platform Consumption Value (2021-2032)

### **3 WORLD IN-GAME ADVERTISING PLATFORM COMPANIES COMPETITIVE ANALYSIS**

- 3.1 World In-Game Advertising Platform Revenue by Player (2021-2026)
- 3.2 Industry Rank and Concentration Rate (CR)
  - 3.2.1 Global In-Game Advertising Platform Industry Rank of Major Players
  - 3.2.2 Global Concentration Ratios (CR4) for In-Game Advertising Platform in 2025
  - 3.2.3 Global Concentration Ratios (CR8) for In-Game Advertising Platform in 2025
- 3.3 In-Game Advertising Platform Company Evaluation Quadrant
- 3.4 In-Game Advertising Platform Market: Overall Company Footprint Analysis
  - 3.4.1 In-Game Advertising Platform Market: Region Footprint
  - 3.4.2 In-Game Advertising Platform Market: Company Product Type Footprint
  - 3.4.3 In-Game Advertising Platform Market: Company Product Application Footprint
- 3.5 Competitive Environment
  - 3.5.1 Historical Structure of the Industry
  - 3.5.2 Barriers of Market Entry
  - 3.5.3 Factors of Competition
- 3.6 Mergers & Acquisitions Activity

### **4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)**

- 4.1 United States VS China: In-Game Advertising Platform Revenue Comparison (by Headquarter Location)
  - 4.1.1 United States VS China: In-Game Advertising Platform Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)
  - 4.1.2 United States VS China: In-Game Advertising Platform Revenue Market Share Comparison (2021 & 2025 & 2032)
- 4.2 United States Based Companies VS China Based Companies: In-Game Advertising Platform Consumption Value Comparison
  - 4.2.1 United States VS China: In-Game Advertising Platform Consumption Value Comparison (2021 & 2025 & 2032)
  - 4.2.2 United States VS China: In-Game Advertising Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)
- 4.3 United States Based In-Game Advertising Platform Companies and Market Share, 2021-2026
  - 4.3.1 United States Based In-Game Advertising Platform Companies, Headquarters (States, Country)
  - 4.3.2 United States Based Companies In-Game Advertising Platform Revenue,

(2021-2026)

4.4 China Based Companies In-Game Advertising Platform Revenue and Market Share, 2021-2026

4.4.1 China Based In-Game Advertising Platform Companies, Company Headquarters (Province, Country)

4.4.2 China Based Companies In-Game Advertising Platform Revenue, (2021-2026)

4.5 Rest of World Based In-Game Advertising Platform Companies and Market Share, 2021-2026

4.5.1 Rest of World Based In-Game Advertising Platform Companies, Headquarters (Province, Country)

4.5.2 Rest of World Based Companies In-Game Advertising Platform Revenue (2021-2026)

## **5 MARKET ANALYSIS BY TYPE**

5.1 World In-Game Advertising Platform Market Size Overview by Type: 2021 VS 2025 VS 2032

5.2 Segment Introduction by Type

5.2.1 In-Game Video Advertising

5.2.2 Rewarded and Playable Advertising

5.2.3 Others

5.3 Market Segment by Type

5.3.1 World In-Game Advertising Platform Market Size by Type (2021-2026)

5.3.2 World In-Game Advertising Platform Market Size by Type (2027-2032)

5.3.3 World In-Game Advertising Platform Market Size Market Share by Type (2027-2032)

## **6 MARKET ANALYSIS BY DELIVERY TECHNOLOGY**

6.1 World In-Game Advertising Platform Market Size Overview by Delivery Technology: 2021 VS 2025 VS 2032

6.2 Segment Introduction by Delivery Technology

6.2.1 Programmatic Advertising

6.2.2 Contextual and Behavioral Targeting Advertising

6.2.3 AI-Driven Personalized Advertising

6.2.4 Others

6.3 Market Segment by Delivery Technology

6.3.1 World In-Game Advertising Platform Market Size by Delivery Technology (2021-2026)

6.3.2 World In-Game Advertising Platform Market Size by Delivery Technology (2027-2032)

6.3.3 World In-Game Advertising Platform Market Size Market Share by Delivery Technology (2027-2032)

## **7 MARKET ANALYSIS BY PLATFORM TYPE**

7.1 World In-Game Advertising Platform Market Size Overview by Platform Type: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Platform Type

7.2.1 Mobile In-Game Advertising Platform

7.2.2 PC In-Game Advertising Platform

7.2.3 Console In-Game Advertising Platform

7.3 Market Segment by Platform Type

7.3.1 World In-Game Advertising Platform Market Size by Platform Type (2021-2026)

7.3.2 World In-Game Advertising Platform Market Size by Platform Type (2027-2032)

7.3.3 World In-Game Advertising Platform Market Size Market Share by Platform Type (2027-2032)

## **8 MARKET ANALYSIS BY APPLICATION**

8.1 World In-Game Advertising Platform Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Daily Consumer Goods Brands

8.2.2 Automotive and Transportation Brands

8.2.3 Food and Beverage Brands

8.2.4 Others

8.3 Market Segment by Application

8.3.1 World In-Game Advertising Platform Market Size by Application (2021-2026)

8.3.2 World In-Game Advertising Platform Market Size by Application (2027-2032)

8.3.3 World In-Game Advertising Platform Market Size Market Share by Application (2021-2032)

## **9 COMPANY PROFILES**

9.1 Unity Ads (Unity Technologies)

9.1.1 Unity Ads (Unity Technologies) Details

9.1.2 Unity Ads (Unity Technologies) Major Business

9.1.3 Unity Ads (Unity Technologies) In-Game Advertising Platform Product and Services

9.1.4 Unity Ads (Unity Technologies) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Unity Ads (Unity Technologies) Recent Developments/Updates

9.1.6 Unity Ads (Unity Technologies) Competitive Strengths & Weaknesses

9.2 AppLovin / MAX

9.2.1 AppLovin / MAX Details

9.2.2 AppLovin / MAX Major Business

9.2.3 AppLovin / MAX In-Game Advertising Platform Product and Services

9.2.4 AppLovin / MAX In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 AppLovin / MAX Recent Developments/Updates

9.2.6 AppLovin / MAX Competitive Strengths & Weaknesses

9.3 ironSource / Unity LevelPlay

9.3.1 ironSource / Unity LevelPlay Details

9.3.2 ironSource / Unity LevelPlay Major Business

9.3.3 ironSource / Unity LevelPlay In-Game Advertising Platform Product and Services

9.3.4 ironSource / Unity LevelPlay In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 ironSource / Unity LevelPlay Recent Developments/Updates

9.3.6 ironSource / Unity LevelPlay Competitive Strengths & Weaknesses

9.4 Google Ads (In-App & Gaming Inventory)

9.4.1 Google Ads (In-App & Gaming Inventory) Details

9.4.2 Google Ads (In-App & Gaming Inventory) Major Business

9.4.3 Google Ads (In-App & Gaming Inventory) In-Game Advertising Platform Product and Services

9.4.4 Google Ads (In-App & Gaming Inventory) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Google Ads (In-App & Gaming Inventory) Recent Developments/Updates

9.4.6 Google Ads (In-App & Gaming Inventory) Competitive Strengths & Weaknesses

9.5 Meta Audience Network

9.5.1 Meta Audience Network Details

9.5.2 Meta Audience Network Major Business

9.5.3 Meta Audience Network In-Game Advertising Platform Product and Services

9.5.4 Meta Audience Network In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Meta Audience Network Recent Developments/Updates

9.5.6 Meta Audience Network Competitive Strengths & Weaknesses

## 9.6 Digital Turbine

### 9.6.1 Digital Turbine Details

### 9.6.2 Digital Turbine Major Business

### 9.6.3 Digital Turbine In-Game Advertising Platform Product and Services

### 9.6.4 Digital Turbine In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

### 9.6.5 Digital Turbine Recent Developments/Updates

### 9.6.6 Digital Turbine Competitive Strengths & Weaknesses

## 9.7 InMobi Gaming Ads

### 9.7.1 InMobi Gaming Ads Details

### 9.7.2 InMobi Gaming Ads Major Business

### 9.7.3 InMobi Gaming Ads In-Game Advertising Platform Product and Services

### 9.7.4 InMobi Gaming Ads In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

### 9.7.5 InMobi Gaming Ads Recent Developments/Updates

### 9.7.6 InMobi Gaming Ads Competitive Strengths & Weaknesses

## 9.8 Chartboost

### 9.8.1 Chartboost Details

### 9.8.2 Chartboost Major Business

### 9.8.3 Chartboost In-Game Advertising Platform Product and Services

### 9.8.4 Chartboost In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

### 9.8.5 Chartboost Recent Developments/Updates

### 9.8.6 Chartboost Competitive Strengths & Weaknesses

## 9.9 Moloco Gaming Ads

### 9.9.1 Moloco Gaming Ads Details

### 9.9.2 Moloco Gaming Ads Major Business

### 9.9.3 Moloco Gaming Ads In-Game Advertising Platform Product and Services

### 9.9.4 Moloco Gaming Ads In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

### 9.9.5 Moloco Gaming Ads Recent Developments/Updates

### 9.9.6 Moloco Gaming Ads Competitive Strengths & Weaknesses

## 9.10 Bidstack (Native In-Game Advertising)

### 9.10.1 Bidstack (Native In-Game Advertising) Details

### 9.10.2 Bidstack (Native In-Game Advertising) Major Business

### 9.10.3 Bidstack (Native In-Game Advertising) In-Game Advertising Platform Product and Services

### 9.10.4 Bidstack (Native In-Game Advertising) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)

- 9.10.5 Bidstack (Native In-Game Advertising) Recent Developments/Updates
- 9.10.6 Bidstack (Native In-Game Advertising) Competitive Strengths & Weaknesses
- 9.11 Anzu (3D In-Game Advertising)
  - 9.11.1 Anzu (3D In-Game Advertising) Details
  - 9.11.2 Anzu (3D In-Game Advertising) Major Business
  - 9.11.3 Anzu (3D In-Game Advertising) In-Game Advertising Platform Product and Services
  - 9.11.4 Anzu (3D In-Game Advertising) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.11.5 Anzu (3D In-Game Advertising) Recent Developments/Updates
  - 9.11.6 Anzu (3D In-Game Advertising) Competitive Strengths & Weaknesses
- 9.12 Admix (Landvault)
  - 9.12.1 Admix (Landvault) Details
  - 9.12.2 Admix (Landvault) Major Business
  - 9.12.3 Admix (Landvault) In-Game Advertising Platform Product and Services
  - 9.12.4 Admix (Landvault) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.12.5 Admix (Landvault) Recent Developments/Updates
  - 9.12.6 Admix (Landvault) Competitive Strengths & Weaknesses
- 9.13 Liftoff (Mobile In-Game DSP)
  - 9.13.1 Liftoff (Mobile In-Game DSP) Details
  - 9.13.2 Liftoff (Mobile In-Game DSP) Major Business
  - 9.13.3 Liftoff (Mobile In-Game DSP) In-Game Advertising Platform Product and Services
  - 9.13.4 Liftoff (Mobile In-Game DSP) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.13.5 Liftoff (Mobile In-Game DSP) Recent Developments/Updates
  - 9.13.6 Liftoff (Mobile In-Game DSP) Competitive Strengths & Weaknesses
- 9.14 Pangle (ByteDance Global Gaming Network)
  - 9.14.1 Pangle (ByteDance Global Gaming Network) Details
  - 9.14.2 Pangle (ByteDance Global Gaming Network) Major Business
  - 9.14.3 Pangle (ByteDance Global Gaming Network) In-Game Advertising Platform Product and Services
  - 9.14.4 Pangle (ByteDance Global Gaming Network) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)
  - 9.14.5 Pangle (ByteDance Global Gaming Network) Recent Developments/Updates
  - 9.14.6 Pangle (ByteDance Global Gaming Network) Competitive Strengths & Weaknesses
- 9.15 Tencent

- 9.15.1 Tencent Details
- 9.15.2 Tencent Major Business
- 9.15.3 Tencent In-Game Advertising Platform Product and Services
- 9.15.4 Tencent In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026)
- 9.15.5 Tencent Recent Developments/Updates
- 9.15.6 Tencent Competitive Strengths & Weaknesses

## **10 INDUSTRY CHAIN ANALYSIS**

- 10.1 In-Game Advertising Platform Industry Chain
- 10.2 In-Game Advertising Platform Upstream Analysis
- 10.3 In-Game Advertising Platform Midstream Analysis
- 10.4 In-Game Advertising Platform Downstream Analysis

## **11 RESEARCH FINDINGS AND CONCLUSION**

## **12 APPENDIX**

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. World In-Game Advertising Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World In-Game Advertising Platform Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World In-Game Advertising Platform Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World In-Game Advertising Platform Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World In-Game Advertising Platform Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World In-Game Advertising Platform Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World In-Game Advertising Platform Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World In-Game Advertising Platform Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World In-Game Advertising Platform Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key In-Game Advertising Platform Players in 2025

Table 12. World In-Game Advertising Platform Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global In-Game Advertising Platform Company Evaluation Quadrant

Table 14. Head Office of Key In-Game Advertising Platform Players

Table 15. In-Game Advertising Platform Market: Company Product Type Footprint

Table 16. In-Game Advertising Platform Market: Company Product Application Footprint

Table 17. In-Game Advertising Platform Mergers & Acquisitions Activity

Table 18. United States VS China In-Game Advertising Platform Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China In-Game Advertising Platform Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based In-Game Advertising Platform Companies, Headquarters (States, Country)

Table 21. United States Based Companies In-Game Advertising Platform Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies In-Game Advertising Platform Revenue Market Share (2021-2026)

Table 23. China Based In-Game Advertising Platform Companies, Headquarters (Province, Country)

Table 24. China Based Companies In-Game Advertising Platform Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies In-Game Advertising Platform Revenue Market Share (2021-2026)

Table 26. Rest of World Based In-Game Advertising Platform Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies In-Game Advertising Platform Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies In-Game Advertising Platform Revenue Market Share (2021-2026)

Table 29. World In-Game Advertising Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World In-Game Advertising Platform Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World In-Game Advertising Platform Market Size by Type (2027-2032) & (USD Million)

Table 32. World In-Game Advertising Platform Market Size by Delivery Technology, (USD Million), 2021 & 2025 & 2032

Table 33. World In-Game Advertising Platform Market Size Value by Delivery Technology (2021-2026) & (USD Million)

Table 34. World In-Game Advertising Platform Market Size by Delivery Technology (2027-2032) & (USD Million)

Table 35. World In-Game Advertising Platform Market Size by Platform Type, (USD Million), 2021 & 2025 & 2032

Table 36. World In-Game Advertising Platform Market Size Value by Platform Type (2021-2026) & (USD Million)

Table 37. World In-Game Advertising Platform Market Size by Platform Type (2027-2032) & (USD Million)

Table 38. World In-Game Advertising Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World In-Game Advertising Platform Market Size by Application (2021-2026) & (USD Million)

Table 40. World In-Game Advertising Platform Market Size by Application (2027-2032) & (USD Million)

Table 41. Unity Ads (Unity Technologies) Basic Information, Manufacturing Base and

## Competitors

Table 42. Unity Ads (Unity Technologies) Major Business

Table 43. Unity Ads (Unity Technologies) In-Game Advertising Platform Product and Services

Table 44. Unity Ads (Unity Technologies) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 45. Unity Ads (Unity Technologies) Recent Developments/Updates

Table 46. Unity Ads (Unity Technologies) Competitive Strengths & Weaknesses

Table 47. AppLovin / MAX Basic Information, Manufacturing Base and Competitors

Table 48. AppLovin / MAX Major Business

Table 49. AppLovin / MAX In-Game Advertising Platform Product and Services

Table 50. AppLovin / MAX In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 51. AppLovin / MAX Recent Developments/Updates

Table 52. AppLovin / MAX Competitive Strengths & Weaknesses

Table 53. ironSource / Unity LevelPlay Basic Information, Manufacturing Base and Competitors

Table 54. ironSource / Unity LevelPlay Major Business

Table 55. ironSource / Unity LevelPlay In-Game Advertising Platform Product and Services

Table 56. ironSource / Unity LevelPlay In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 57. ironSource / Unity LevelPlay Recent Developments/Updates

Table 58. ironSource / Unity LevelPlay Competitive Strengths & Weaknesses

Table 59. Google Ads (In-App & Gaming Inventory) Basic Information, Manufacturing Base and Competitors

Table 60. Google Ads (In-App & Gaming Inventory) Major Business

Table 61. Google Ads (In-App & Gaming Inventory) In-Game Advertising Platform Product and Services

Table 62. Google Ads (In-App & Gaming Inventory) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 63. Google Ads (In-App & Gaming Inventory) Recent Developments/Updates

Table 64. Google Ads (In-App & Gaming Inventory) Competitive Strengths & Weaknesses

Table 65. Meta Audience Network Basic Information, Manufacturing Base and Competitors

Table 66. Meta Audience Network Major Business

Table 67. Meta Audience Network In-Game Advertising Platform Product and Services

Table 68. Meta Audience Network In-Game Advertising Platform Revenue, Gross

Margin and Market Share (2021-2026) & (USD Million)

Table 69. Meta Audience Network Recent Developments/Updates

Table 70. Meta Audience Network Competitive Strengths & Weaknesses

Table 71. Digital Turbine Basic Information, Manufacturing Base and Competitors

Table 72. Digital Turbine Major Business

Table 73. Digital Turbine In-Game Advertising Platform Product and Services

Table 74. Digital Turbine In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 75. Digital Turbine Recent Developments/Updates

Table 76. Digital Turbine Competitive Strengths & Weaknesses

Table 77. InMobi Gaming Ads Basic Information, Manufacturing Base and Competitors

Table 78. InMobi Gaming Ads Major Business

Table 79. InMobi Gaming Ads In-Game Advertising Platform Product and Services

Table 80. InMobi Gaming Ads In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. InMobi Gaming Ads Recent Developments/Updates

Table 82. InMobi Gaming Ads Competitive Strengths & Weaknesses

Table 83. Chartboost Basic Information, Manufacturing Base and Competitors

Table 84. Chartboost Major Business

Table 85. Chartboost In-Game Advertising Platform Product and Services

Table 86. Chartboost In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. Chartboost Recent Developments/Updates

Table 88. Chartboost Competitive Strengths & Weaknesses

Table 89. Moloco Gaming Ads Basic Information, Manufacturing Base and Competitors

Table 90. Moloco Gaming Ads Major Business

Table 91. Moloco Gaming Ads In-Game Advertising Platform Product and Services

Table 92. Moloco Gaming Ads In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Moloco Gaming Ads Recent Developments/Updates

Table 94. Moloco Gaming Ads Competitive Strengths & Weaknesses

Table 95. Bidstack (Native In-Game Advertising) Basic Information, Manufacturing Base and Competitors

Table 96. Bidstack (Native In-Game Advertising) Major Business

Table 97. Bidstack (Native In-Game Advertising) In-Game Advertising Platform Product and Services

Table 98. Bidstack (Native In-Game Advertising) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. Bidstack (Native In-Game Advertising) Recent Developments/Updates

- Table 100. Bidstack (Native In-Game Advertising) Competitive Strengths & Weaknesses
- Table 101. Anzu (3D In-Game Advertising) Basic Information, Manufacturing Base and Competitors
- Table 102. Anzu (3D In-Game Advertising) Major Business
- Table 103. Anzu (3D In-Game Advertising) In-Game Advertising Platform Product and Services
- Table 104. Anzu (3D In-Game Advertising) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 105. Anzu (3D In-Game Advertising) Recent Developments/Updates
- Table 106. Anzu (3D In-Game Advertising) Competitive Strengths & Weaknesses
- Table 107. Admix (Landvault) Basic Information, Manufacturing Base and Competitors
- Table 108. Admix (Landvault) Major Business
- Table 109. Admix (Landvault) In-Game Advertising Platform Product and Services
- Table 110. Admix (Landvault) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 111. Admix (Landvault) Recent Developments/Updates
- Table 112. Admix (Landvault) Competitive Strengths & Weaknesses
- Table 113. Liftoff (Mobile In-Game DSP) Basic Information, Manufacturing Base and Competitors
- Table 114. Liftoff (Mobile In-Game DSP) Major Business
- Table 115. Liftoff (Mobile In-Game DSP) In-Game Advertising Platform Product and Services
- Table 116. Liftoff (Mobile In-Game DSP) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 117. Liftoff (Mobile In-Game DSP) Recent Developments/Updates
- Table 118. Liftoff (Mobile In-Game DSP) Competitive Strengths & Weaknesses
- Table 119. Pangle (ByteDance Global Gaming Network) Basic Information, Manufacturing Base and Competitors
- Table 120. Pangle (ByteDance Global Gaming Network) Major Business
- Table 121. Pangle (ByteDance Global Gaming Network) In-Game Advertising Platform Product and Services
- Table 122. Pangle (ByteDance Global Gaming Network) In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
- Table 123. Pangle (ByteDance Global Gaming Network) Recent Developments/Updates
- Table 124. Pangle (ByteDance Global Gaming Network) Competitive Strengths & Weaknesses
- Table 125. Tencent Basic Information, Manufacturing Base and Competitors
- Table 126. Tencent Major Business

Table 127. Tencent In-Game Advertising Platform Product and Services

Table 128. Tencent In-Game Advertising Platform Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Tencent Recent Developments/Updates

Table 130. Tencent Competitive Strengths & Weaknesses

Table 131. Global Key Players of In-Game Advertising Platform Upstream (Raw Materials)

Table 132. Global In-Game Advertising Platform Typical Customers

## List Of Figures

### LIST OF FIGURES

Figure 1. In-Game Advertising Platform Picture

Figure 2. World In-Game Advertising Platform Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World In-Game Advertising Platform Total Revenue (2021-2032) & (USD Million)

Figure 4. World In-Game Advertising Platform Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World In-Game Advertising Platform Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company In-Game Advertising Platform Revenue (2021-2032) & (USD Million)

Figure 13. In-Game Advertising Platform Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 16. World In-Game Advertising Platform Consumption Value Market Share by Region (2021-2032)

Figure 17. United States In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 18. China In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 21. South Korea In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 23. India In-Game Advertising Platform Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of In-Game Advertising Platform by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for In-Game Advertising Platform Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for In-Game Advertising Platform Markets in 2025

Figure 27. United States VS China: In-Game Advertising Platform Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: In-Game Advertising Platform Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World In-Game Advertising Platform Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World In-Game Advertising Platform Market Size Market Share by Type in 2025

Figure 31. In-Game Video Advertising

Figure 32. Rewarded and Playable Advertising

Figure 33. Others

Figure 34. World In-Game Advertising Platform Market Size Market Share by Type (2021-2032)

Figure 35. World In-Game Advertising Platform Market Size by Delivery Technology, (USD Million), 2021 & 2025 & 2032

Figure 36. World In-Game Advertising Platform Market Size Market Share by Delivery Technology in 2025

Figure 37. Programmatic Advertising

Figure 38. Contextual and Behavioral Targeting Advertising

Figure 39. AI-Driven Personalized Advertising

Figure 40. Others

Figure 41. World In-Game Advertising Platform Market Size Market Share by Delivery Technology (2021-2032)

Figure 42. World In-Game Advertising Platform Market Size by Platform Type, (USD Million), 2021 & 2025 & 2032

Figure 43. World In-Game Advertising Platform Market Size Market Share by Platform Type in 2025

Figure 44. Mobile In-Game Advertising Platform

Figure 45. PC In-Game Advertising Platform

Figure 46. Console In-Game Advertising Platform

Figure 47. World In-Game Advertising Platform Market Size Market Share by Platform Type (2021-2032)

Figure 48. World In-Game Advertising Platform Market Size by Application, (USD Million), 2021 & 2025 & 2032

Figure 49. World In-Game Advertising Platform Market Size Market Share by Application in 2025

Figure 50. Daily Consumer Goods Brands

Figure 51. Automotive and Transportation Brands

Figure 52. Food and Beverage Brands

Figure 53. Others

Figure 54. World In-Game Advertising Platform Market Size Market Share by Application (2021-2032)

Figure 55. In-Game Advertising Platform Industrial Chain

Figure 56. Methodology

Figure 57. Research Process and Data Source

## I would like to order

Product name: Global In-Game Advertising Platform Supply, Demand and Key Producers, 2026-2032

Product link: <https://marketpublishers.com/r/G1D70BD9F00BEN.html>

Price: US\$ 4,480.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G1D70BD9F00BEN.html>