

# In-game Advertising: Market Updates 4Q 2011

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## Abstracts

This report evaluates in-game advertising trends and gaming behavior on PCs, game consoles, smartphones, and tablets. The study profiles key market competitors while examining the ad buying and selling process. The study highlights market conditions and offers recommendations for industry investors. Finally, the study presents U.S. in-game advertising revenue forecasts from 2011 to 2015.

“Digital gaming is increasing in popularity and use, particularly among young consumers, attracting the attention of brands looking to connected with hard-to-reach audience subsets,” said Heather Way, Research Analyst, Parks Associates. “Major brands use the medium to drive brand awareness, response, and loyalty through branded in-game experiences such as virtual goods offerings.”

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