

US mobile gaming ad revenues to reach \$6 billion

Article

The forecast: US mobile gaming ad revenues will reach **\$6.26 billion** in 2022, up **14.0%** from **\$5.49 billion** in 2021. Healthy double-digit growth will continue through 2024.

Dive deeper:

- Mobile gaming has performed strongly throughout the pandemic, as companies have capitalized on increased time spent on mobile since 2020.
- Smartphone is by far the most popular device for gaming, allowing advertisers to reach casual gamers who may not be inclined to pay for ad-free platforms.
- Last year, overall mobile gaming revenues saw a **34%** increase, which shows gaming apps performed well despite **Apple's** Identifiers for Advertisers (IDFA) changes, as platforms leveraged their own in-app data tools to target ads effectively.
- Gaming presents massive ad opportunities, and media companies have taken notice. For example, **Netflix** acquired mobile game studio **Next Games** and mobile game developer **Boss Fight Entertainment** in an effort to build out mobile gaming and attract Gen Z subscribers.
- This could mean big business for in-game advertising platforms, such as **Anzu**, which recently raised **\$20 million** from names like **NBCUniversal** and **HTC** to reach a total capital of **\$37 million**, as investors look to capitalize on mobile gaming's ad revenues.

Looking ahead: Mobile gaming will reach **\$7.87 billion** in ad revenues in 2024, making up a total of **2.5%** of all digital ad spend.