


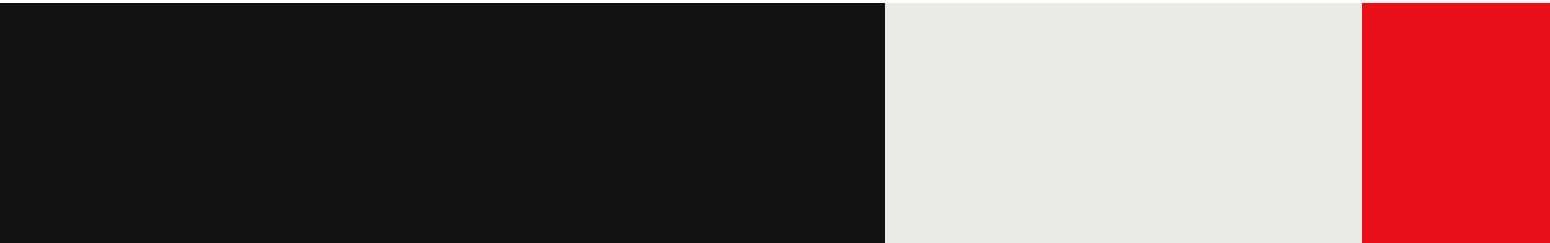
How in-game advertisers can level up, according to gamers

Article



Gamers want to see creative ads that are seamlessly integrated into the playing experience. Some **41%** of US gamers ages 18 to 34 would like rewards for devoting time and attention to in-game ads. Meanwhile, **32%** believe ads should never interrupt a hardcore gamer's flow.

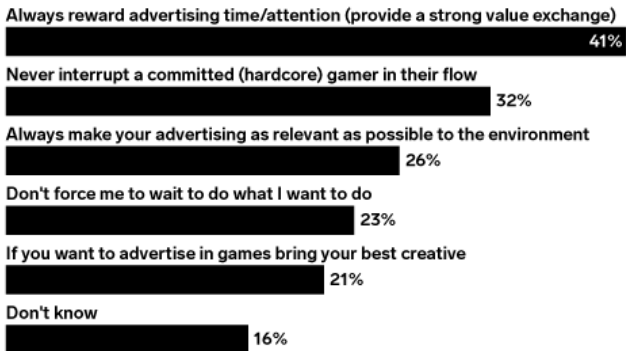
Beyond the chart: Mobile, which is the most popular gaming device, will score **\$6.26 billion** in US gaming ad revenues in 2022, **14.0%** more than last year, per our forecast. And that will be



money well spent, considering **73%** of 18- to 34-year-old gamers in the US would welcome more advertising—if done right. It’s up to brands to advertise on gamers’ terms by rewarding attention and enhancing the gaming experience.

What Advice Would US Gamers Ages 18-34 Give to Advertisers Looking to Advertise Within a Game?

% of respondents, Q4 2021



Source: Anzu, "The US In-Game Advertising Report 2022," April 13, 2022

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