GAMING HAS SCALE UNQUESTIONABLE REACH

NORTH AMERICA
212M

EUROPE
408M

ASIA PACIFIC
1,615M

MIDDLE EAST & AFRICA
434M

LATIN AMERICA
289M

thinkdigital

TIME SPENT VS. MARKETING DOLLARS SPENT

TV

8%

$59.4 BILLION

STREAMING

21%

$15.7 BILLION

GAMING

37%

$1.5 BILLION

Percentage of media diet

Brands spending in this channel
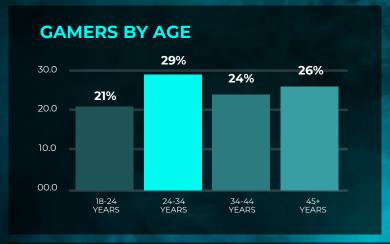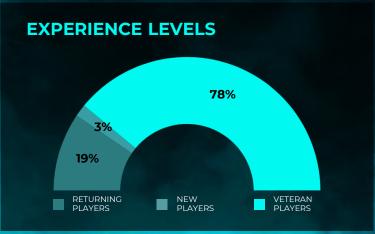
EMEA GAMERS

845M play games in Europe, the Middle East, and Africa in 2021.

GAMERS BY AGE

- 21% — 18-24 YEARS
- 29% — 24-34 YEARS
- 24% — 34-44 YEARS
- 26% — 45+ YEARS

(y-axis: 00.0, 10.0, 20.0, 30.0)

EXPERIENCE LEVELS

- 78%
- 19%
- 3%

RETURNING PLAYERS | NEW PLAYERS | VETERAN PLAYERS

GAMERS BY GENDER

- 54% MALE
- 46% FEMALE

thinkdigital
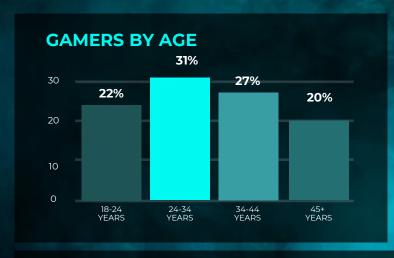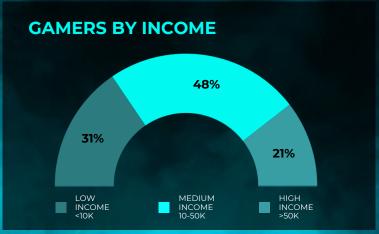
42% OF THE RO 🇷🇴 POPULATION PLAY GAMES

thinkdigital

8M people played games in the RO in 2021.

68% of those who started playing mobile games during COVID will likely continue to play after the pandemic.

GAMERS BY AGE

- 18-24 YEARS: 22%
- 24-34 YEARS: 31%
- 34-44 YEARS: 27%
- 45+ YEARS: 20%

GAMERS BY INCOME

- LOW INCOME <10K: 31%
- MEDIUM INCOME 10-50K: 48%
- HIGH INCOME >50K: 21%

GAMERS BY GENDER

- MALE: 52%
- FEMALE: 48%

THE WORLD'S MOST ADVANCED IN-GAME ADVERTISING SOLUTION

Operating across mobile, PC, and console platforms, Anzu blends real-world brand ads directly into video games, esports tournaments, and live streams. The only solution of its kind to **bring real-time analytics and existing digital industry standards in-game,** Anzu's patented, adaptive technology features blended, yet highly viewable IAB-compliant ad formats.

Anzu's **full suite of one-of-a-kind AdTech integrations** includes ad viewability, brand lift measurement, as well as audience verification, data enrichment, and fraud detection.

ANZU IS ON A MISSION TO MAKE ADVERTISING IN GAMES BETTER

BETTER FOR GAME DEVELOPERS:
ADD A NEW, SUSTAINABLE
REVENUE STREAM

BETTER FOR BRAND ADVERTISERS:
ADD A NEW, SCALABLE
ADVERTISING CHANNEL

BETTER FOR GAMERS:
KEEP ON PLAYING

A BETTER EXPERIENCE FOR GAMERS

Anzu is designing a new type of in-game communication delivered to gamers in a premium, creative, and non-disruptive way.

BLENDED

Non interruptive native formats that keep game play intact

RELEVANT

Adaptive tailored messaging that's custom and personal

REALISTIC

Real-world campaigns that enhance game environments

LET GAMERS PLAY

thinkdigital

A BETTER EXPERIENCE FOR ADVERTISERS

Reliable, cost-effective reach with coveted, valuable and elusive audiences.

thinkdigital

★ EXCLUSIVE

Coveted, valuable, and elusive audiences exclusive gaming inventory across 12 platforms

◉ VIEWABLE

World's first 3D tracking engine to guarantee that only viewable impressions are paid for

INTELLIGENT

Advanced targeting on all game platforms

ADAPTIVE

Custom, dynamic, real-time ad delivery using first-party data to bring relevant ads to the right audiences

VERIFIED

Brand safety, ad verification, and audience verification with Anzu's exclusive AdTech partners

TRANSPARENT

Detailed campaign analytics tracked and reported, integrated with standard display metrics

FORMAT SUITE: NATIVE, CREATIVE, DYNAMICALLY UPDATED

Automated Adaptive Aspect Ratio Match - proprietary rendering functions match the ad to the environment where the ad appears.

BLENDED DISPLAY

- Standard IAB creatives
- Internal / RTB
- Static or dynamic
- Rectangular shape
- Interactivity options

BLENDED VIDEO

- Standard IAB creatives
- Internal / VAST / RTB
- Rectangular shape
- Interactivity options

CUSTOM AD

- Bespoke branding
- Sponsorship packages
- Complex shapes
- Interactivity options

MEASUREMENT AND QUALITY CONTROL
THE FIRST TO BRING ADTECH IN-GAME

Anzu has assembled the best AdTech solutions to set the standards for in-game advertising.

AD VIEWABILITY AUDIT	FRAUD DETECTION	BRAND LIFT MEASUREMENT	AUDIENCE VERIFICATION	COOKIE-FREE DATA ENRICHMENT
ORACLE Advertising	ORACLE Advertising	Nielsen	Nielsen	KOCHAVA★
	HUMAN formerly White Ops	KANTAR		MAXMIND
		comscore		
		GWI.		
		LUMEN		
		upwave		
		ondevice research		

TARGETING WITHOUT COOKIES AND PERSISTENT IDENTIFIERS

Anzu offers several solutions that provide precise audience targeting across platforms and devices without using persistent user identifiers so the users keep their privacy, the solution works across platforms and:

LOCATION-BASED DEMOGRAPHICS

CONTEXTUAL TARGETING

FIRST-PARTY DATA

RETARGETING IN THE HOUSEHOLD LEVEL & PROBABILISTIC RETARGETING

REPORTING WITHOUT COOKIES AND PERSISTENT IDENTIFIERS

thinkdigital

ADVANCED OPTIMIZATION THROUGH HIGH-QUALITY DIRECT SDK TRAFFIC

IAB & TAG REGISTERED

ALL IAB AD FORMATS & SIZES

TCF 2.0 SUPPORT

APP-ADS.TXT & SELLERS.JSON AUTHORIZED

CUSTOM PIXELS WITH 60+ TEMPLATE MACROS

VIDEO PROGRESS & COMPLETION RATE

FREQUENCY CAPPING

IMPRESSION & BUDGET LIMITS

PREFERRED DEALS AND PMP SUPPORT

REAL-TIME ANALYTICS

PRECISE TARGETING THROUGH HIGH-QUALITY DIRECT SDK TRAFFIC

PUBLISHER, GAME & PLACEMENT TARGETING

CONTEXTUAL & BEHAVIOURAL TARGETING

PLATFORM, DEVICE & CONNECTION PROPERTIES

GEO, AGE & DEMOGRAPHICS

HYPERLOCATION TARGETING

DAY & TIME TARGETING

thinkdigital

THE MOST SECURE SOLUTION

The Anzu comprehensive security guarantee means we undergo regular audits for security and data privacy.

SECURITY

Anzu encrypts all data, requires **2-factor authentication**, is the first and only in-game advertising solution to receive highest-level **ISO 27001 security audit**, and more.

COMPLIANCE

Anzu is **GDPR, COPPA & CCPA** compliant.

DATA PRIVACY

User data is **strictly supervised**. Only the data approved by publishers can be sent to 3rd-party demand Partners, brand safety, fraud detection, and such.

GAME INVENTORY
AND GLOBAL PROFILE

+150M MONTHLY ACTIVE USERS

GLOBAL REACH AND MULTIPLE GAME GENRES

5.5BN MONTHLY IMPRESSIONS

ALL AGES AND GENDERS

CONSOLE, PC, MOBILE, ROBLOX

thinkdigital

UBISOFT

LION CASTLE
ENTERTAINMENT

amanotes
EVERYONE CAN MUSIC

SABER
INTERACTIVE

TapNation

Little Orbit

MINICLIP

Voodoo

MY.GAMES

zynga

SELECT GAMING PARTNERS
ACROSS MOBILE, PC, CONSOLE

thinkdigital

TRACKMANIA · ZULA · FINAL KICK · MY STORY · BUBBLE SHOOTER · APB: RELOADED · REAL BASKETBALL · MAD GAMES TYCOON · GRAVITY RIDER ZERO · GANG BATTLE ARENA · KAEPERNICK FOOTBALL

MAD TOWER TYCOON · HOUSE PARTY · WORLD CRICKET CHAMPIONSHIP 2 · TOURING KARTS · FIE SWORDPLAY · DRIFT هجولة · ANIMAL DOCTOR · FOOTLOL · SUBWAY SURFERS · SUPER SOCCER BLAST · MINI GOLF STARS: RETRO GOLF GAME

3D AIM TRAINER · DIRT TRACKIN 2 · BALL 3D · ZOMBIE DERBY 2 · AXIS FOOTBALL · PADEL CLASH · SANITY OF MORRIS · WORLD CUP SKI RACING · POLICE CHASE · REAL BOXING 2 · FOOTBALL, TACTICS & GLORY

thinkdigital

TAKE OVER THE ENTIRE GAME FOR
INSTANT BRAND AWARENESS

OVERVIEW

New product launch? Big announcement? Or just need to get back in touch with your audience? A game takeover provides you with all the benefits of in-game advertising, along with **100% ownership of the gameplay.** Leverage this unique opportunity to **reach engaged audiences** instantaneously.

- Control the look and feel of the gameplay
- Build brand affinity with 100% share of voice
- Run high impact ad campaigns
- Level up with advanced brand measurement solutions

FORMATS:

banner   video   custom*
                     *Dependant on game

PLATFORMS:

mobile   console   PC

WAS 0 1ST QTR 5:00 0 ATL

FINANCE
Online banking from anywhere

3D AIM TRAINER

By 3D Aim Trainer

PREFERRED AIM TRAINER FOR HARDCORE GAMERS
Call of Duty, Fortnite, Counterstrike, etc.

GEN-Z MALE AUDIENCE COMPOSITION

A BRAND-SAFE WAY TO ENTER A POPULAR SHOOTER GENRE
No blood, no violence

thinkdigital

SELECT GAMES

ROBLOX

INTEGRATED EXPERIENCES
35+

DAILY ACTIVE USERS
43,200,000

MONTHLY ACTIVE USERS
202,000,000

TOP GEOS
US, UK, BR, MX, RU, CA, AU, TR, PL

thinkdigital

SELECT GAMES

DAKAR

THE BIGGEST OFF-ROAD DESERT RACING ADVENTURE, FEATURING TRUE DAKAR RALLYING

38 STAGES OF FULL OPEN WORLD played with the official licensed Dakar teams, pilots and vehicles

+20,000 KM OF OPEN WORLD, in single-player or multiplayer mode
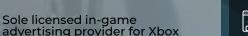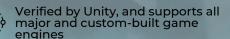
Expected release date:
Q2 2022

ANZU: THE DOMINANT FORCE

By taking an innovative and customer-focused approach, Anzu is paving a new path for in-game advertising.

MEETING EVERY STANDARD FOR CONSOLE AND AAA GAMES	EXCLUSIVE PROVIDER OF IN-GAME DIGITAL STANDARDS	BEST IN-GAME ADVERTISING SOLUTION FOR BRANDS
Sole licensed in-game advertising provider for Xbox	Programmatic advertising on mobile, PC, and console	+100 live cross-platform games across genres globally
Verified by Unity, and supports all major and custom-built game engines	Banner and video ad support for all sizes and formats	+30 exclusive game offerings
Only in-game ad company to be ISO 27001 certified - the highest standard for privacy and security	First-to-market in-game viewability with Oracle Moat, fraud detection, brand uplift measurement	+40 live programmatic partners, including all major DSPs

thinkdigital

Unity Verified Solutions Partner

thinkdigital &

hi@thinkdigital.net

/ RO RATE CARD - CPM

	BLENDED IMAGE		BLENDED VIDEO	
	MOBILE	PC & CONSOLE	MOBILE	PC & CONSOLE
All Games	€ 3.50	€ 7.00	€ 5.30	€ 10.50
Roblox	€ 7.00			