



What is Mobile Advertising?

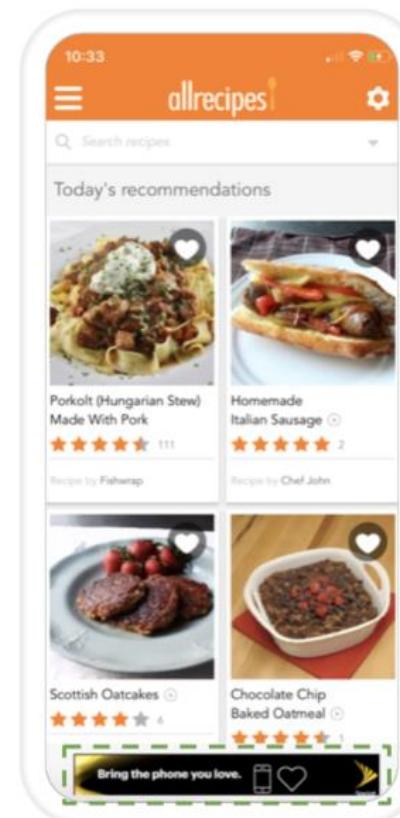
Mobile Advertising is basically the placement of ads on mobile devices.

Brands pay ad networks to display their ads on mobile devices in the hopes of driving users to download their app.

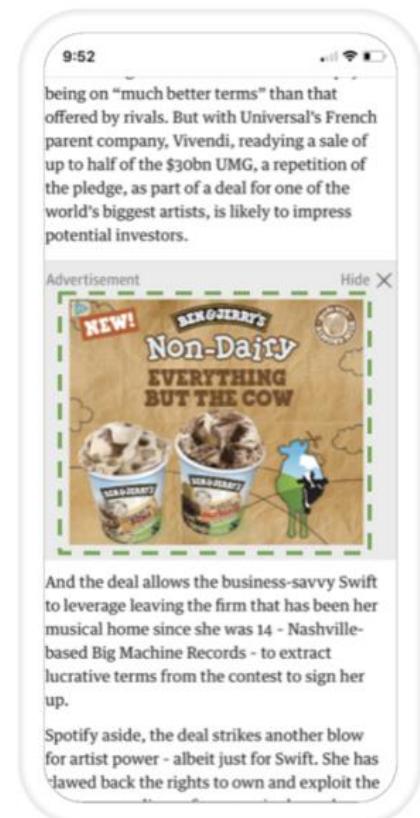
The Types of Mobile Advertising

Display Ads

Advertisers can display ads to reach people when they are browsing the web.



320x50 BANNER



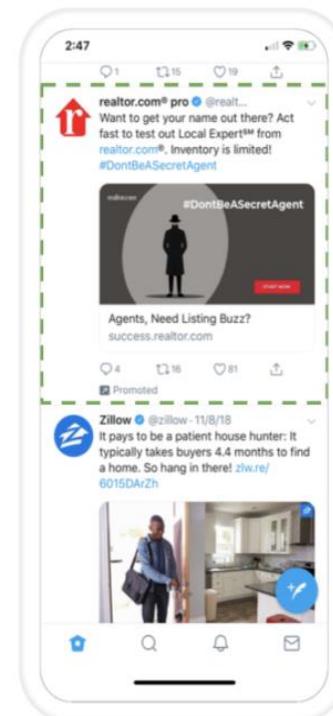
300x250 BANNER

Search Ads

When users are actively searching for a solution, advertisers can use search ads.

Social Ads

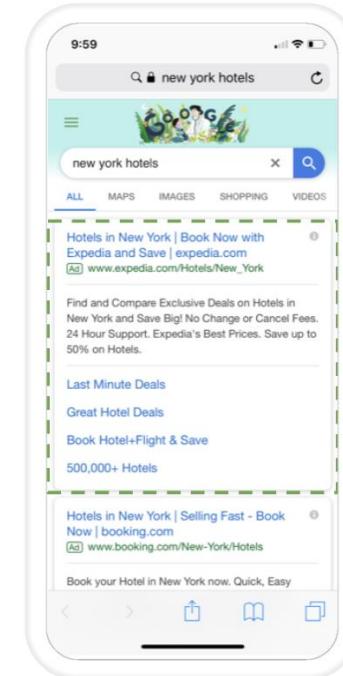
Social ads are branded posts that appear within a social network feed.



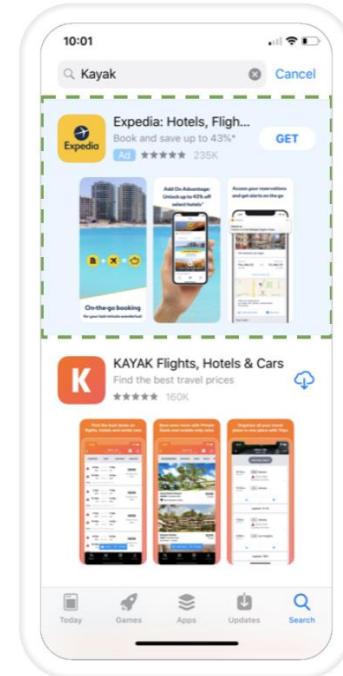
TWITTER AD



INSTAGRAM AD



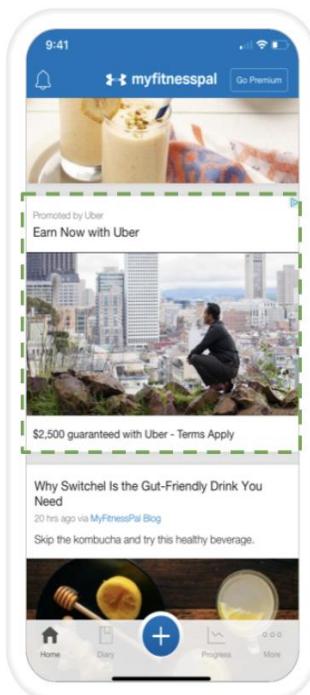
BROWSER SEARCH RESULTS PAGE (SRP)



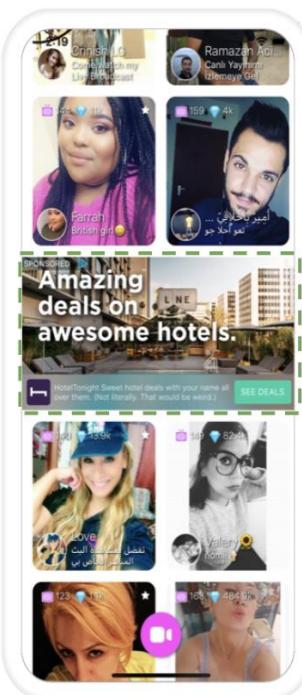
APP STORE SEARCH RESULTS PAGE (SRP)

Native Ads

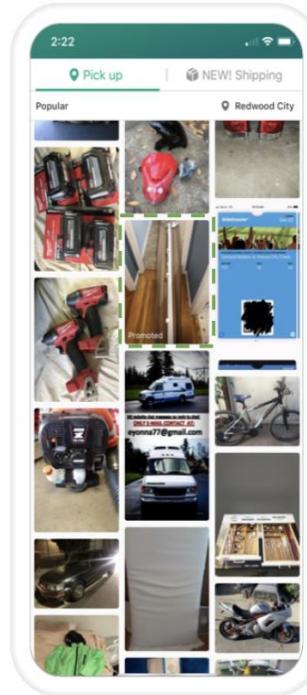
Native mobile ads allow brands to advertise to users within other apps.



MYFITNESSPAL
NATIVE AD



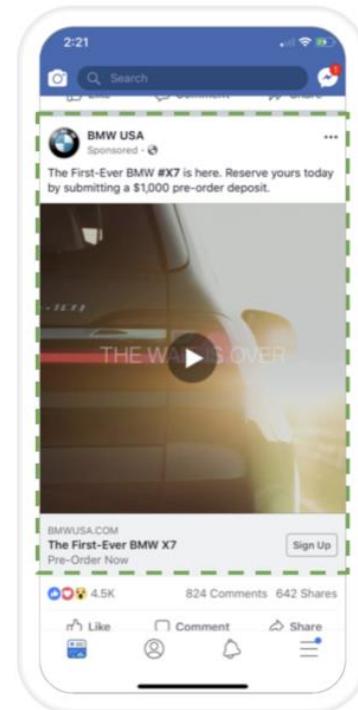
TANGO NATIVE AD



OFFERUP NATIVE AD

Video Ads

A video ad presents a branded message to users in the form of a short video.

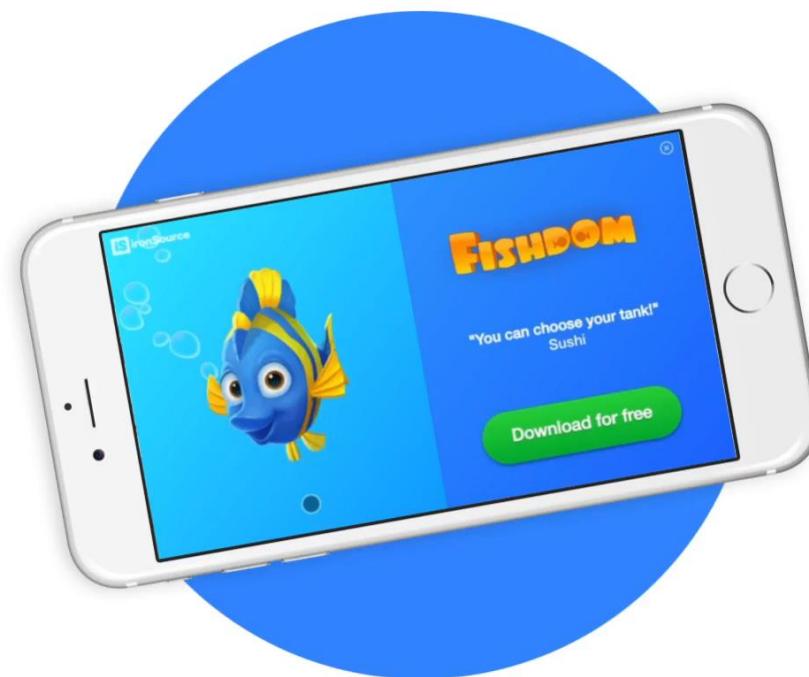


FACEBOOK IN-FEED VIDEO AD



YOUTUBE PRE-/MID-/POST-ROLL VIDEO AD

Game Advertisements & Mechanics





Main Game Advertising Types

Around Game Ads

Displays ads around the game independent of experience.



Advergames Ads

These are custom-made games specifically designed around a brand / created by company with sole purpose of promoting the brand.





In-Game Advertisement

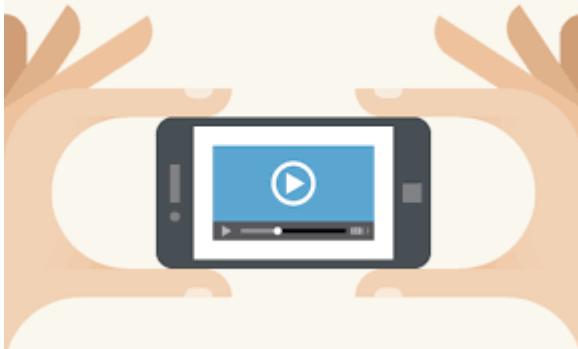
What is In-Game Advertising?

These are ads placed within the game. Paid promotions such as a sponsorship or advertisement built into video games are referred to as **In-Game Advertising** or **IGA**.

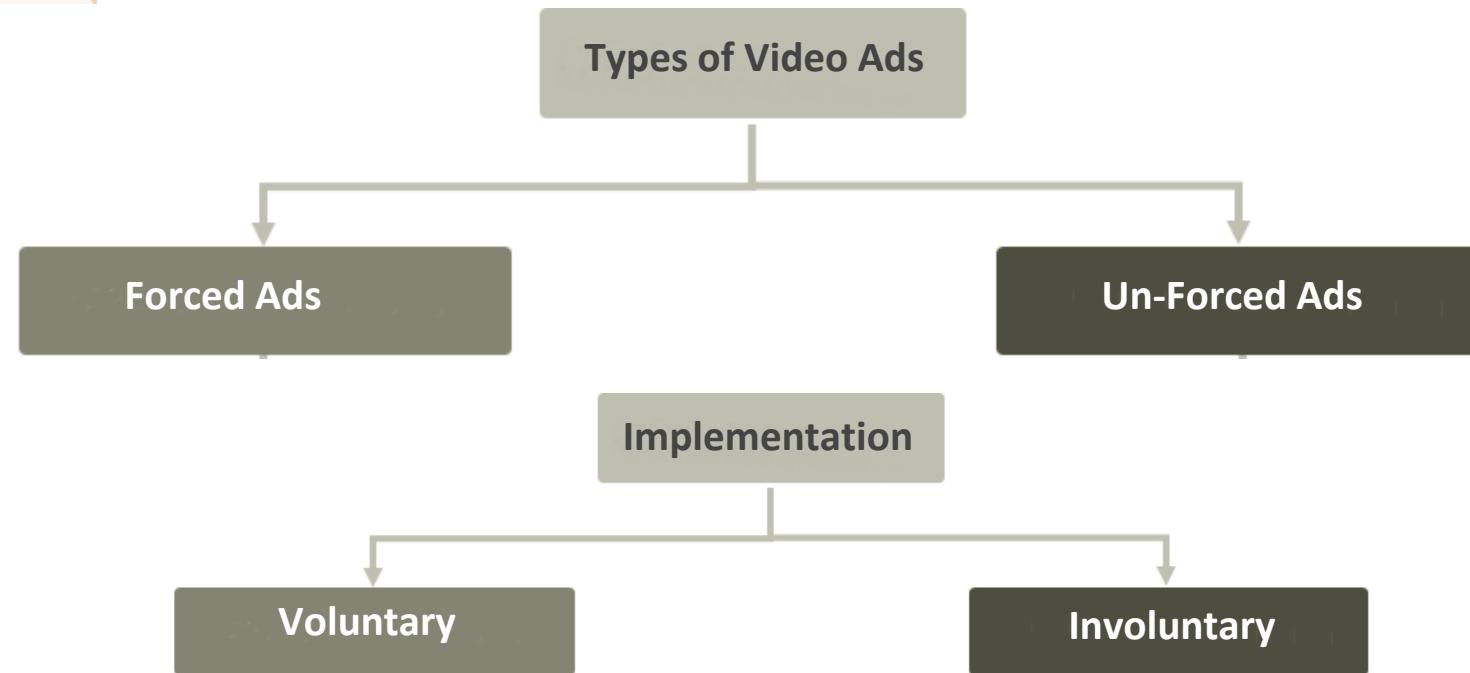


Static Ads are the ones that
are un-changeable.

Dynamic Ads are ones that can
be updated remotely through
an ad server.



Types of In-Game Video Advertisements





Types of In-Game Advertisement

Interstitial ads

These are full screen overlays.



Playable ads

These ads are micro-games that the user can play.



Rewarded ads

These ads are ads that when clicked provide some sort of in-game value.



Offerwall ads

It acts like a mini-store in an app, listing multiple offers that users can complete in exchange for receiving an in-app reward.



Framework to design In-Game ads:



Software Development Kit (SDK)

- SDK is a sub-application within the application environment which performs the certain functions such as delivery/storage of ad content and measurement/counting of ads activity



Placement

- Rewarded ads must integrate into game's core loop



User Targeting

- Everyone has access to ads, but the user initiates the ad viewing experience, as to not interrupt their gameplay.

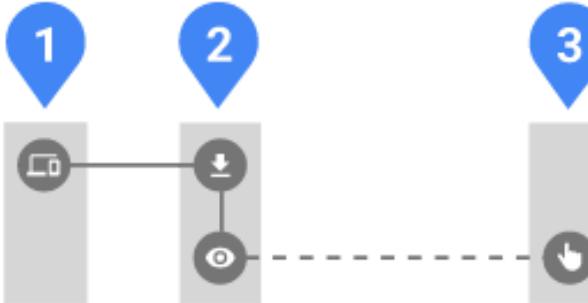
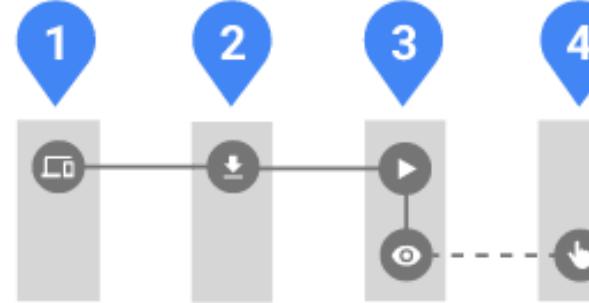


Measurement

- Segment core viewership by ad viewership

Display ads vs. Video ads

The MRC categorizes video and display ads differently based on page/ad loads, impression counting, and tracking.

Display ads	Video ads
 <p>1. Page loads 2. Ad loads and Impression is recorded 3. Click tracking is recorded (if applicable)</p>	 <p>1. Page loads (with video player) 2. Ad loads 3. Video plays and Impression is recorded 4. Click and interaction tracking is recorded (if applicable)</p>

Guidelines from MRC to measure In-Game Ads

1. Content owners or media seller organizations are encouraged to disclose the purpose of rewarded ads/forced duration ads.
2. Also, measurement organizations are encouraged to develop techniques to detect rewarded ads/forced duration ads.
3. To the extent known by measurement organizations, the presence of rewarded ads/forced duration ads should be disclosed to users of measurement data including the parameters.

Source:

[http://www.mediaringcouncil.org/Digital%20Video%20Served%20Impression%20Measurement%20Guidelines%20\(MMTF%20June%202018\).pdf](http://www.mediaringcouncil.org/Digital%20Video%20Served%20Impression%20Measurement%20Guidelines%20(MMTF%20June%202018).pdf)