THE IN-GAME ADVERTISING ISSUE

The Rules of the Game Have Changed

Bring up gaming, and many immediately begin to think of males, somewhere in the ages 16-25. But this is becoming less and less accurate.

Noam Korin, VP of European Advertising Sales for Double Fusion states:

The video game player demographic has historically been young males playing strictly on gaming consoles...This isn't the case anymore. New game platforms – for example, online casual games, handheld systems and gaming-focused mobile devices – can provide video game experiences similar to consoles, and have helped transcend the stereotypical gaming audience.

Simon Fuller of brand-e.biz attributes these changes to shifts in technology, touching on items such as Nintendo’s Wii and karaoke simulation SingStar.

Ed Bartlett, the European Division VP for IGA Worldwide states how:

As we have grown the network with more and more games, naturally the demographic we cover has also broadened. Gaming is such a mainstream pastime nowadays; you’re just as likely to find a 35-year-old woman playing as you are a 10-year-old boy.

A recent report from eMarketer also concluded that 29% of the total gamers were women aged 25 to 54 – the largest percentage of any of the groups in the study.

“Brands game for a broader audience” By Simon Fuller, 10/28/09
For full article: http://brand-e.biz/brands-game-for-a-broader-audience_4446.html

‘Measurable’ Partnership for In-game Advertising

Microsoft’s gaming subsidiary Massive Inc. has partnered with Web measurement firm comScore to be able to provide advertisers with tangible data on the direct impact of their in-game ad campaigns.

Specifically, the companies have jointly developed a research methodology that will help brands track visits to their Web sites or search queries that result from in-game ad campaigns -- by matching Massive’s ad-serving data with information from comScore’s existing Internet audience panel.

The incorporation of more familiar and useful metrics will hopefully make in-game advertising more recommendable to clients, as well as make companies more comfortable with this technology.

Massive general manager J.J. Richards brags:

Now advertisers can actually compare our performance against others. They can compare effective CPMs, audience demos, etc. We think when they do we’ll come out cheaper and better. This is one more step for the medium.

“In-Game Ad Pact for Microsoft's Massive, comScore” By Mike Shields, Adweek, 11/12/09
For full article: http://www.adweek.com/aw/content_display/news/agency/e3io626985c88bb68720a8888be908edc72

Advertising During Torture Scenes

Imagine this: you’re playing one of Splinter Cell Conviction’s many “choose your own torture” sequences, as described by Ubisoft’s Jeffrey Dickstein. As you’re slamming a terrorist’s face into a urinal, you might ask yourself, “Is this the new Degree deodorant I should buy?”

This is actually the pitch Ubisoft delivered at Microsoft Advertising’s Gaming Upfront presentation. In Splinter Cell Conviction expect both static and video ads to appear throughout the environment. The game is an unlikely platform for in-game ads, as they typically appear in sports and racing games.

In addition, Ubisoft showed potential advertisers the “heat maps” they created whilst developing the game. These maps highlight likely places players will go while playing. Advertisers will be able to place their ads in high-density areas, in order to ensure maximum exposure to their brands while in the game world. Considering Splinter Cell is a stealth game, don’t be too surprised to see ads inside of the conveniently accessible air ducts.