Harnessing Mobile Gaming Apps for Attentive and Impactful Video Advertising

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How well do you know Indians?

Q1: How many Internet Users Are There In India?

A) >500 Million

C) >800 Million

B) >1 Billion

D) >1.5 Billion

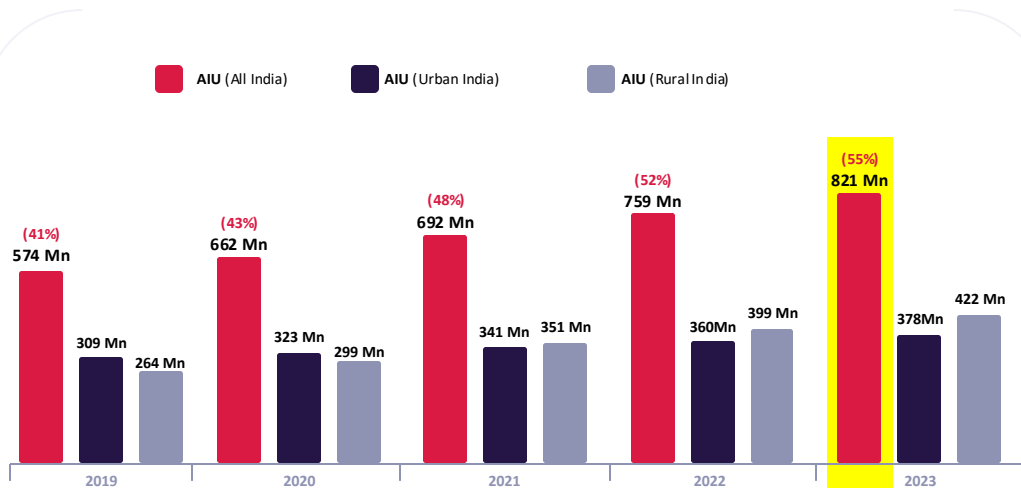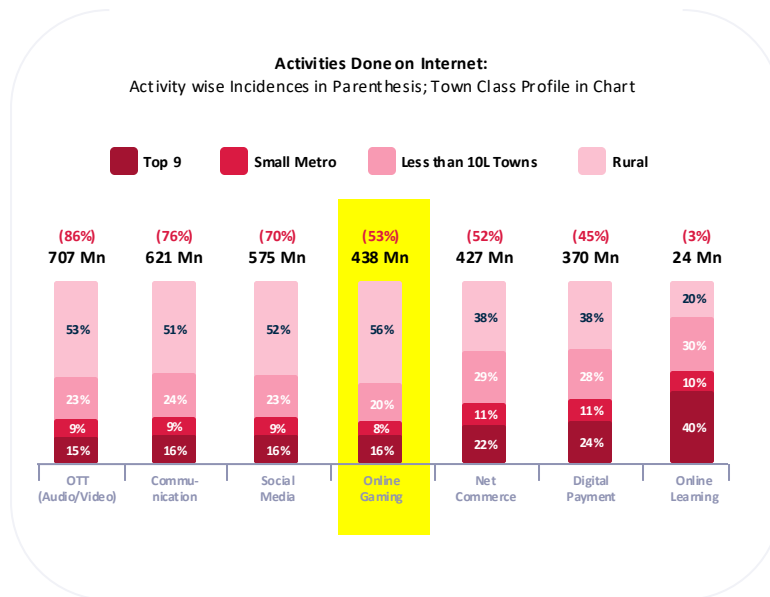# Q1: How many Internet Users Are There In India?

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Internet Users have Crossed 800 Million and 53% Spend Time Gaming

Legend (left chart):
- AIU (All India)
- AIU (Urban India)
- AIU (Rural India)

Left chart — AIU by year

Year	AIU (All India)	AIU (Urban India)	AIU (Rural India)
2019	574 Mn (41%)	309 Mn	264 Mn
2020	662 Mn (43%)	323 Mn	299 Mn
2021	692 Mn (48%)	341 Mn	351 Mn
2022	759 Mn (52%)	360 Mn	399 Mn
2023	821 Mn (55%)	378 Mn	422 Mn

Base: ICUBE 2023 All India Population, 1485 Million

Right chart — Activities Done on Internet:
Activity wise Incidences in Parenthesis; Town Class Profile in Chart

Legend: Top 9 | Small Metro | Less than 10L Towns | Rural

Activity	Total	Top 9	Small Metro	Less than 10L Towns	Rural
OTT (Audio/Video)	707 Mn (86%)	15%	9%	23%	53%
Communication	621 Mn (76%)	16%	9%	24%	51%
Social Media	575 Mn (70%)	16%	9%	23%	52%
Online Gaming	438 Mn (53%)	16%	8%	20%	56%
Net Commerce	427 Mn (52%)	22%	11%	29%	38%
Digital Payment	370 Mn (45%)	24%	11%	28%	38%
Online Learning	24 Mn (3%)	40%	10%	30%	20%

Q2: What Is The Average Time Spent On Playing Games on Their Smartphones?

A) 75 Mins

C) 30 Mins

B) 15 Mins

D) 55 Mins

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Indians Love Mobile Games

#2 Largest Gaming Market in the World. 91% of them game on Mobile.

#1
Games is the most downloaded app category on app stores

35%
of time spent on mobile are on gaming apps

64%
Gamers tend to buy food & drinks after seeing the brand's ads in-game

75 mins
Average daily time spent playing games on their smartphones

97%
of smartphone users play games on their devices

3
Average number of games played per day on smartphones

apptopia

DT

Q3: When Do Indians Game?

A) Whilst on Public Transport

C) Before School/ Work

B) After School/ Work

D) On Holiday

Q3: When Do Indians Game?

A) Whilst on Public Transport

C) Before School/ Work

B) After School/ Work

D) On Holiday

Indians are making time for their gaming sessions

We don't always have 1hr to continue the series on Netflix

Category	Percentage
Before work/school	30%
During work/school	13%
After work/school	60%
Whilst on public transport	40%
At the gym	13%
On the toilet	16%
On holiday	70%
While flying to another destination	30%
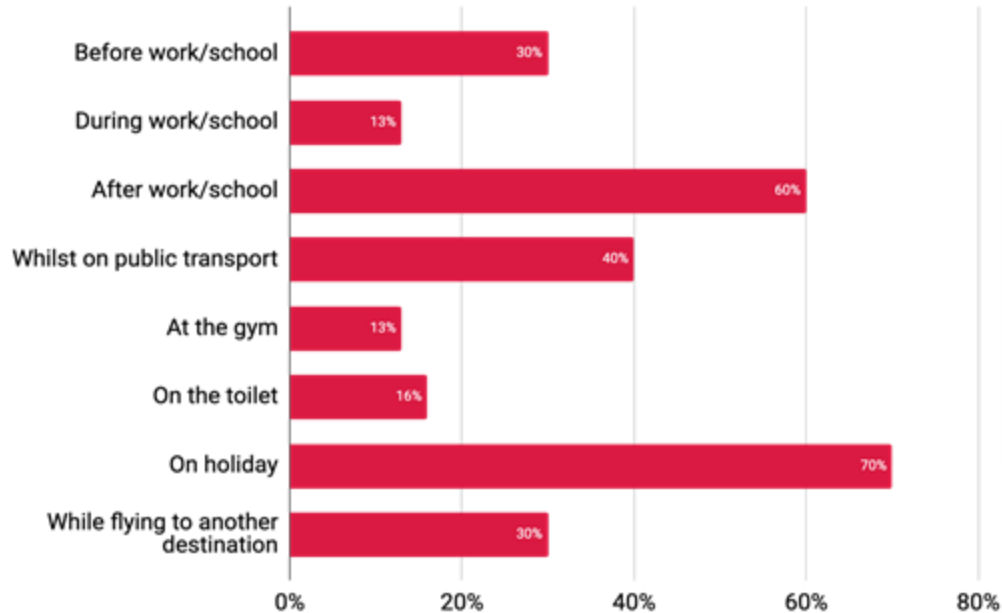
- **45% make it part of their fixed routine, and 44% actively plan time to game!**

- They are playing on mobile to escape the everyday mundane - periods of downtime or in between daily activities

Q4: What is the % of Mobile Gamers Engaging with a Secondary Screen?

A) 48%

C) 55%

B) 58%

D) 30%

Q4: What is the % of Mobile Gamers Engaging with a Secondary Screen while Gaming?

A) 48%

C) 55%

B) 58%

D) 30%

Not Just Paying Attention - Mobile Gamers Don't Get Distracted

With Second Screening on the Rise, Dedicated Screen Time Becomes More Valuable

70% Mobile Gaming users **never or rarely second screen** while playing

91% Consumers use their smartphone as a **primary device for second screening** across all channels

Likelihood of Users Engaging with a Secondary Screen

Mobile Gaming	Social Networking	Listening to Music	Reading News	Watching TV
30%	48%	55%	57%	58%

GWI.

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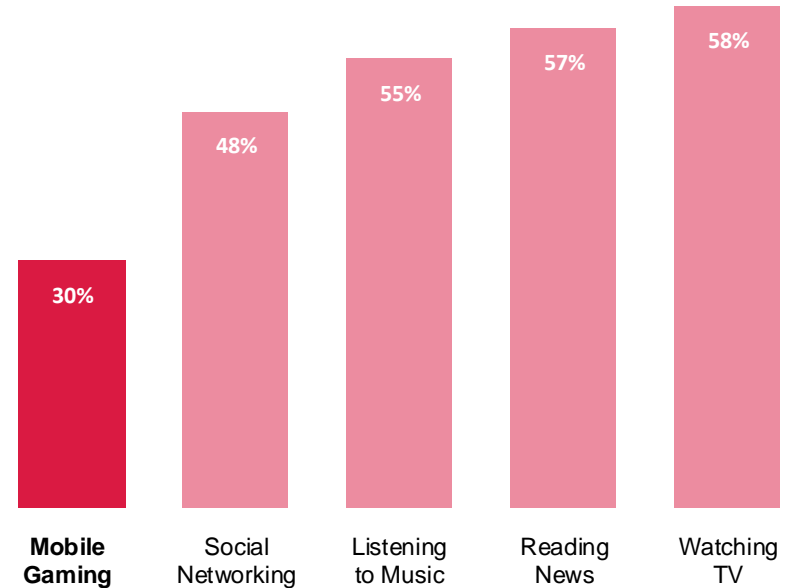
Q5: What % of Consumers Are Likely To <u>Abandon The Brand</u> When Their Ads Appear Next To <u>Negative Content?</u>

A) 87%

C) 15%

B) 66%

D) 30%

Q5: What % of Consumers Are Likely To <u>Abandon The Brand</u> When Ads Appear Next To <u>Negative Content?</u>

A) 87%

C) 15%

B) 66%

D) 30%

Place Your Brand in a Brand Suitable Environment

Gaming is a Closed Environment Without User-Generated Content (UGC)

Platforms Where Mobile Users See Offensive Content

- Facebook
- YouTube
- Mobile Games

18%
60%
31%
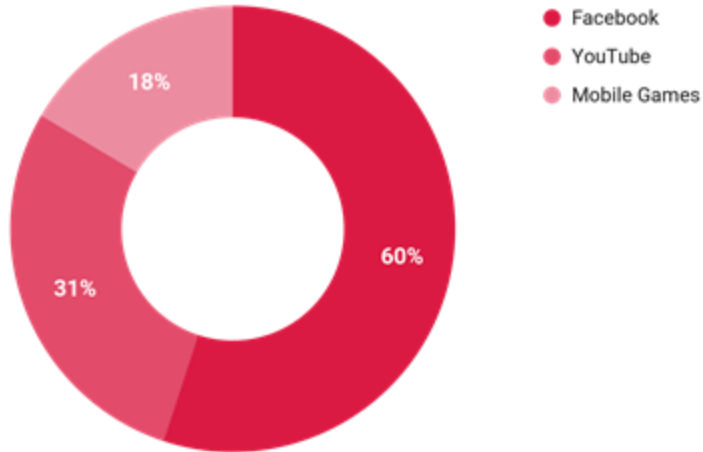
87% Consumers believe **brands are responsible** for ensuring ads appear in safe environments

66% Consumers are likely to **abandon the brand** when ads appear next to negative content.

7x Perception of **brand's quality decreased by 7x** when ads appear next to negative content.

Q6: What is the % of Ad Blocking in India?

A) 87%

C) 39%

B) 20%

D) 50%

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Q6: What is the % of Ad Blocking in India?

A) 87%

C) 39%

B) 20%

D) 50%

Ad Blocking in India Ranks Higher Than Global Average, and Opt-In Videos Helps Advertisers Solve This
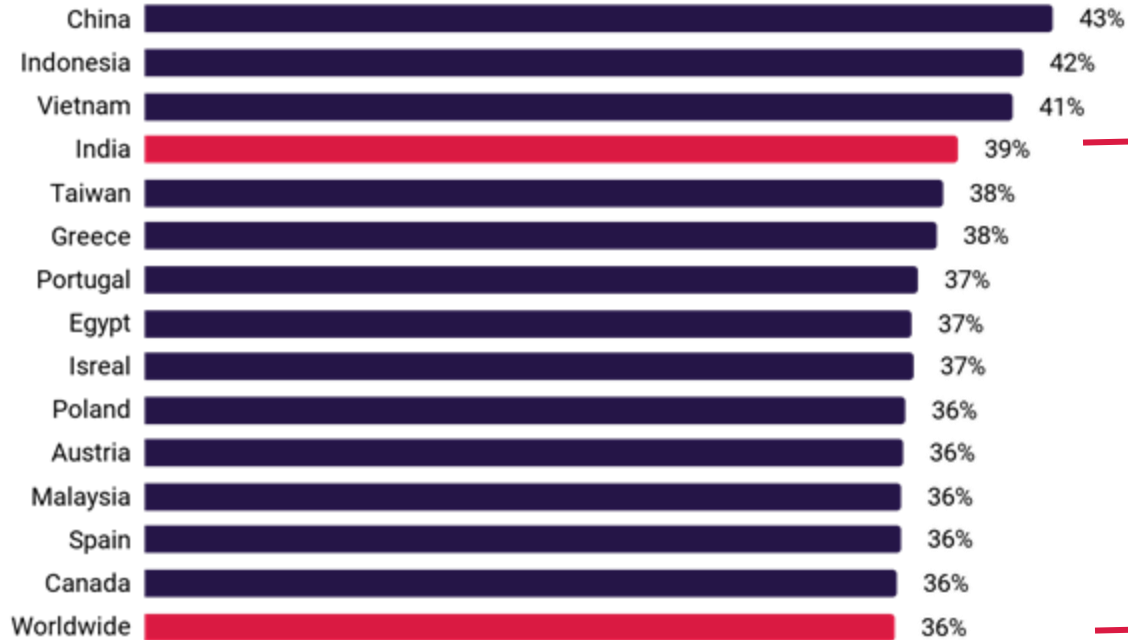
Country	Percentage
China	43%
Indonesia	42%
Vietnam	41%
India	39%
Taiwan	38%
Greece	38%
Portugal	37%
Egypt	37%
Isreal	37%
Poland	36%
Austria	36%
Malaysia	36%
Spain	36%
Canada	36%
Worldwide	36%

+3%

statista

4 in 5 Reported That They **Increased Usage of the Open Internet**

Time Spent by Consumers

52%	48%

Ad Spend by Marketers

15%	85%
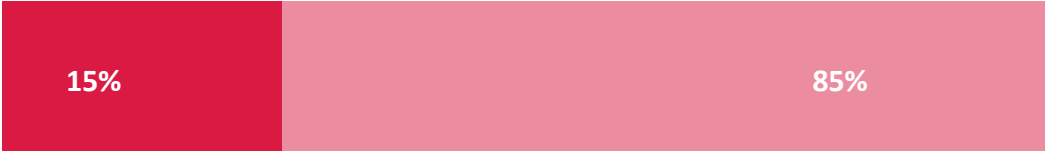
■ The Open Internet   ■ Walled Gardens

…with Gaming driving higher ad recall than walled gardens

% of young adults who recall ad messages on these channels

Channel	%
Gaming	**25%**
News, websites	**23%**
Social Media	**22%**
Music Streaming	**21%**
OTT/ CTV	**20%**
YouTube	**17%**
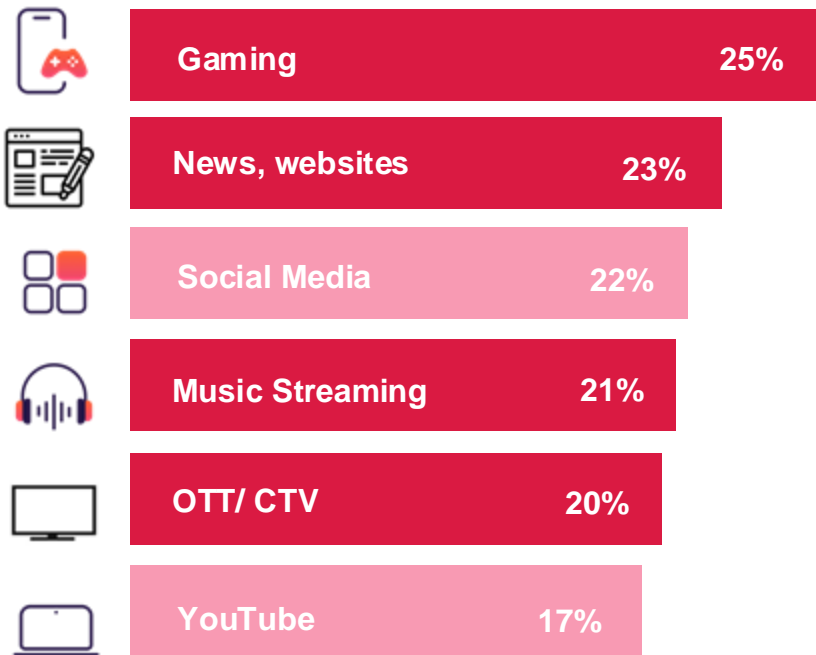
> **"**
>
> It's an **engaging environment where ads don't just blend into the background**, they stand out, with **players more likely to recall brands that advertise** here (gaming) compared to any other digital channels.
>
> **theTradeDesk**

■ The Open Internet   **■** Walled Gardens

On the Open Internet, Consumers Report Better Quality of Ad Recall

OTT/CTV   Gaming

News, blogs   YouTube   Social Media

"I remember the whole ad"

"I remember the brand only"

"I remember the products or services only"

Music Streaming

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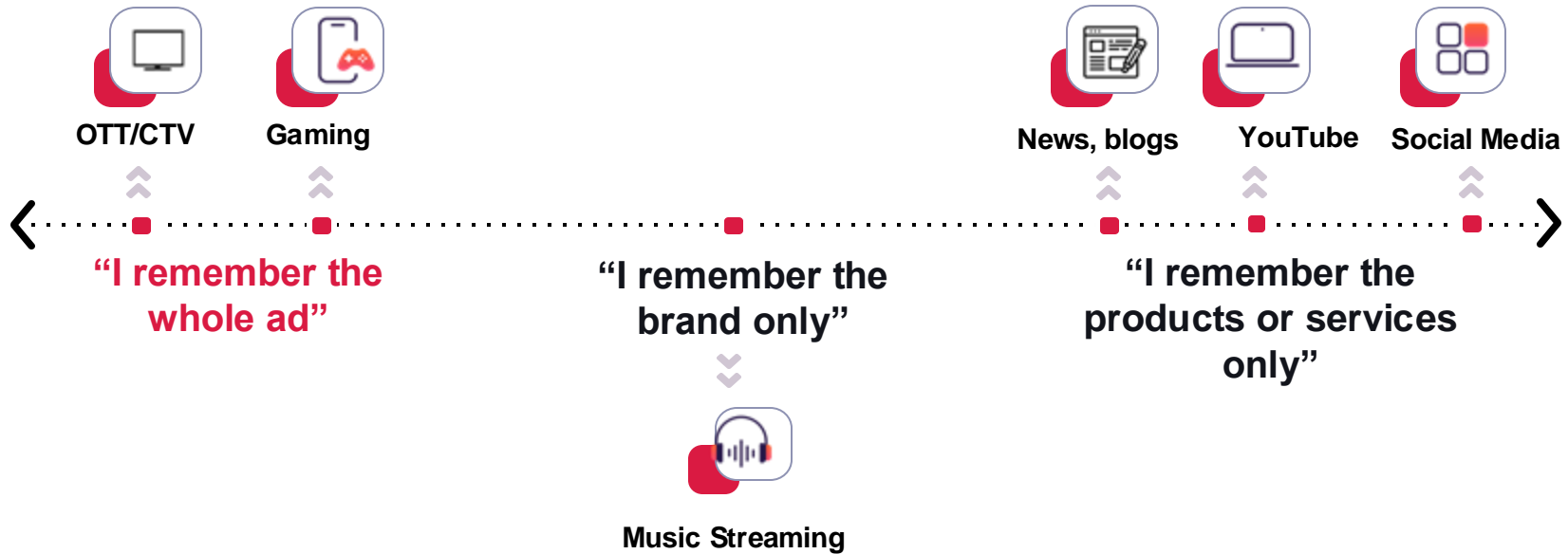
Consumers are increasingly receptive to ads,
especially gaming ads….

Media Channel ad receptivity among consumers - 2012 vs 2024

TV
51% 2012
57% 2024

Social Media News Feed
42% 2012
56% 2024

Online Video
28% 2012
54% 2024

Games
25% 2012
54% 2024
+116%
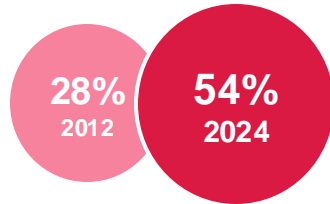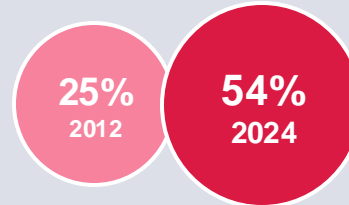
KANTAR

… and are most receptive to Mobile app rewards

Online video ad format receptivity among consumers - 2015 vs 2024

> "
> Mobile App Rewarded Video is still most appealing, thanks to their **benefits & the control** they give consumers.

KANTAR

Legend: ■ 2024 ■ 2015

Format	2024	2015
Mobile app reward	44	26
Skippable pre-roll	40	1
Skippable vertical video	38	0
Skippable mobile app pop-up	34	-6
In-banner click to play	30	-6
View to play	23	0
Social auto-play	19	-33
In-banner auto-play	16	-40
Pre-roll	12	-45
Mid-roll	9	0

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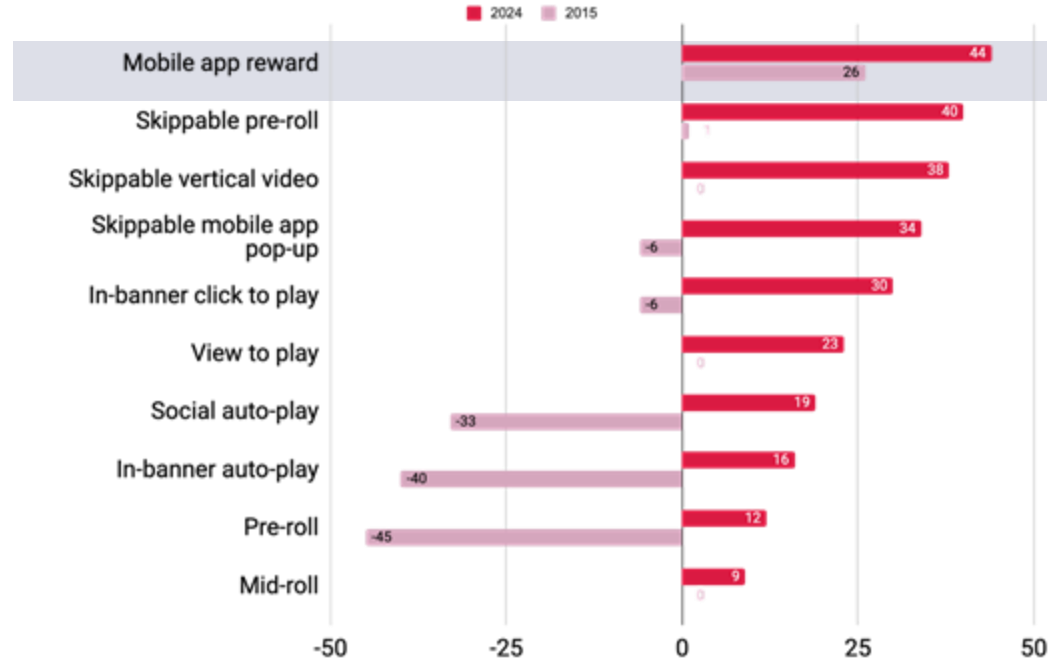
In-Game : When Engagement & Attention Peaks
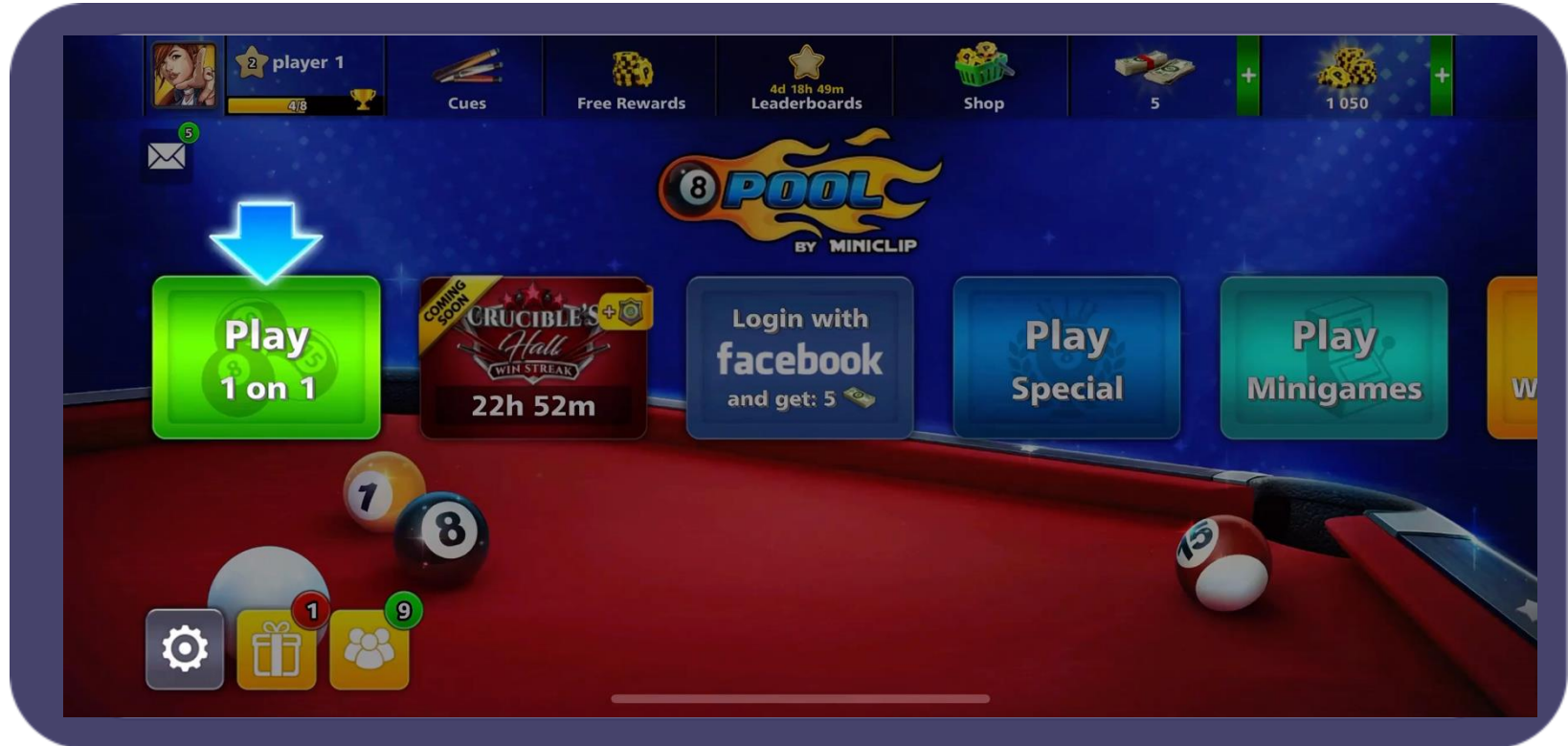
In App Video Ads Capture Amazing Attention

> "
>
> End Card serves as an **Attention boost** to the video ad.
>
> Amplified Intelligence

	Video **GRABS ATTENTION**		Post-Video Interactivity **DRIVES DOWN PURCHASE FUNNEL**	
Advertisers				
Length	**Video Attention**		**Interactive Attention**	**Total**
Average	**9.0**		**12.7**	**21.7**
15 Secs	6.1		15.4	21.5
20	7.7		16.2	23.9
20	10.5		13.2	23.7
20	10.1		14.9	25.0
30	7.5		7.0	19.0
30	12.0		9.4	16.9

In-App Video in Games Beats All Platforms

Summarizing Results of 6 Different Attention Studies
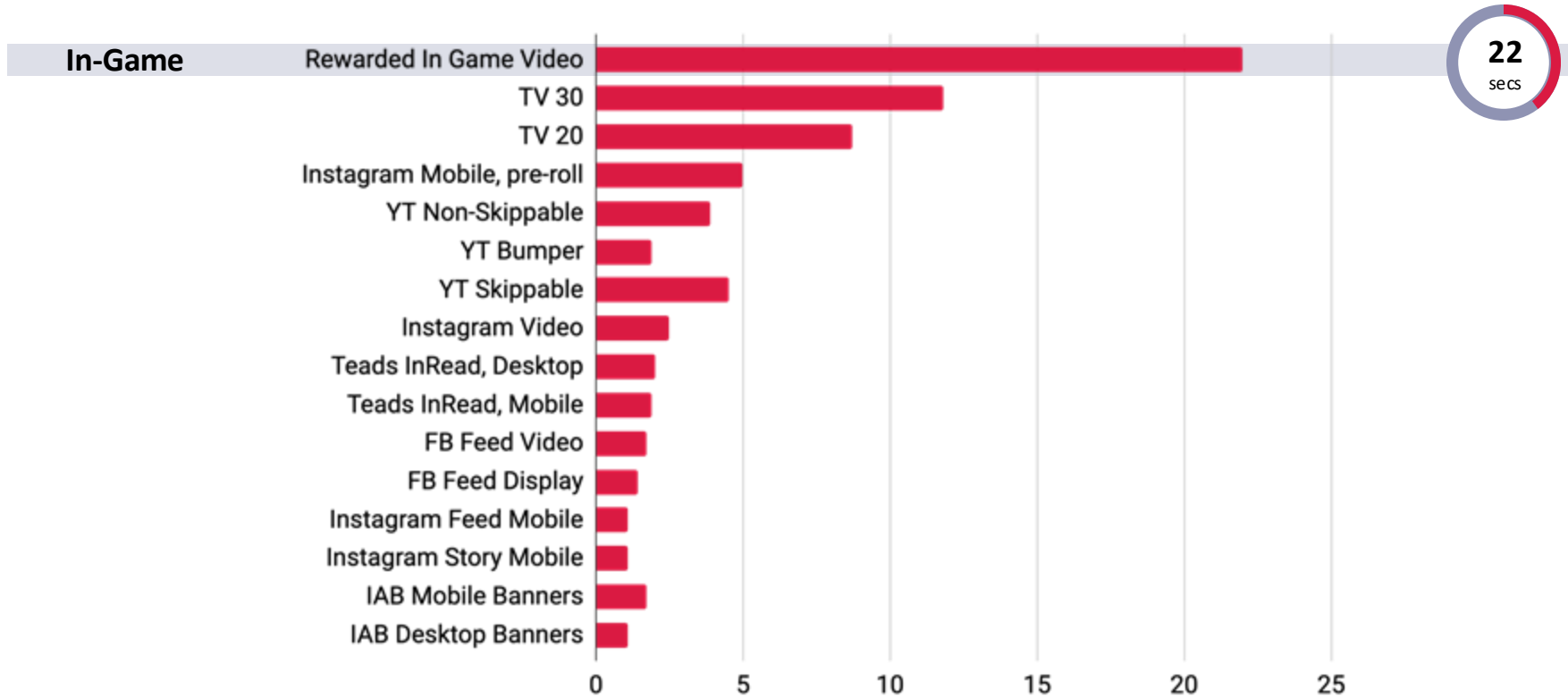
In-Game — Rewarded In Game Video

22 secs

Chart categories (top to bottom):
- Rewarded In Game Video
- TV 30
- TV 20
- Instagram Mobile, pre-roll
- YT Non-Skippable
- YT Bumper
- YT Skippable
- Instagram Video
- Teads InRead, Desktop
- Teads InRead, Mobile
- FB Feed Video
- FB Feed Display
- Instagram Feed Mobile
- Instagram Story Mobile
- IAB Mobile Banners
- IAB Desktop Banners

X-axis: 0, 5, 10, 15, 20, 25

Enter Attention: Viewability's Successor

"

Attention metrics are the next frontier of digital ad measurement

BUSINESS INSIDER   eMarketer

100% Viewable ≠ Actually Seen

On Ad

Off Ad
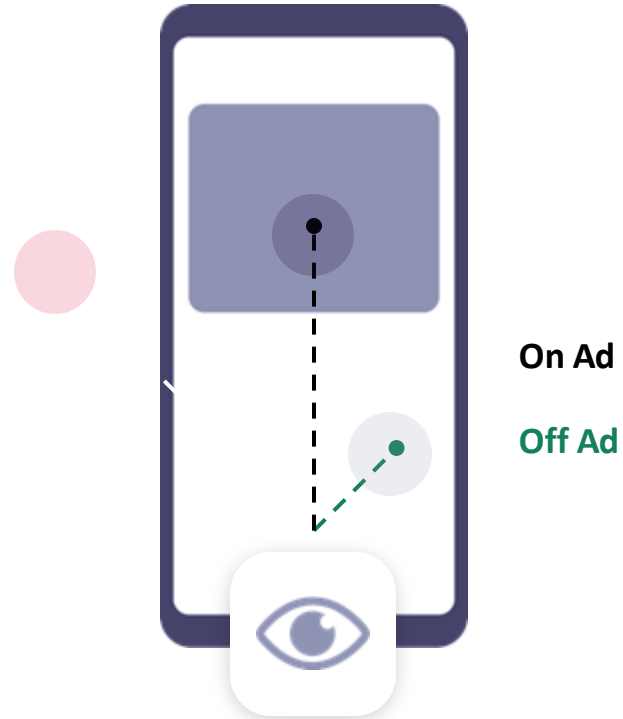
LUMEN   Amplified Intelligence   DV DoubleVerify   Adelaide   MOAT   IAS

Attention Tells a Whole New Story

Viewability Says Most of Your Video Is Working:

| **30%** Not MRC Compliant | **70%** MRC Compliant |

But, studies show you need 2.5 secs of active attention to build brand

2.5

So . . . Attention Says Almost None of It Is:

| **30%** Not MRC Compliant | **44%** Viewable with 0 attention | **9%** Viewable w/ less than 2.5 secs attention | **17%** Viewable w/ 2.5 secs |

Effective For All Kinds of Audiences

Brands Deserve Better
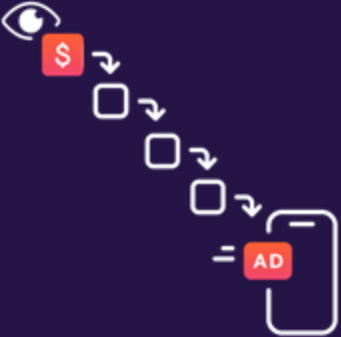
HIGHER IMPACT
Ad Experiences
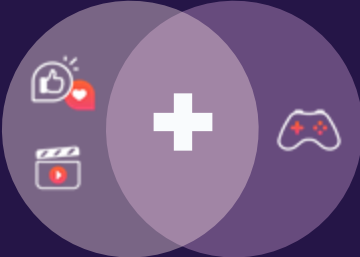
CLEANER
Supply Path

SCALED AUDIENCES BEYOND
Walled Gardens

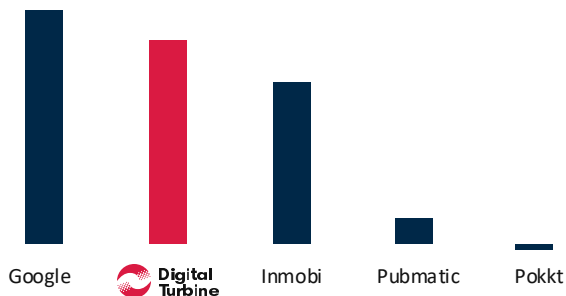**DT** Exchange

100% Direct Unmatched Programmatic Scale . . .

80K

Direct app integrations globally

400M+

Monthly Ad Requests

Second Only to Google

A Focus on Quality, Premium Inventory

Google Digital Turbine Inmobi Pubmatic Pokkt

India Top MAU Ad Supported

Our Partners

theTradeDesk
Google Display & Video 360
yahoo! DSP
iab.
IAS Integral Ad Science
adsquare
tag
Scope3
comscore
LUMEN
apptopia
DV DoubleVerify

Our Top Publishers

King
HUNGRY STUDIO
ROVIO
MINICLIP
UNICO STUDIO
zynga
FUN VENT STUDIOS
PLAYA games

Gaming Across all Ages, Genders & All Parts of India

Demographic & Geographic Breakdown

URBAN	SUBURBAN	RURAL
16%	28%	56%
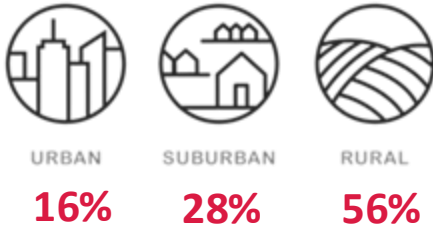
54%
Male

46%
Female

Avg. Age of Indian Gamers

- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55+ years old

5%

7%

39%

18%

31%
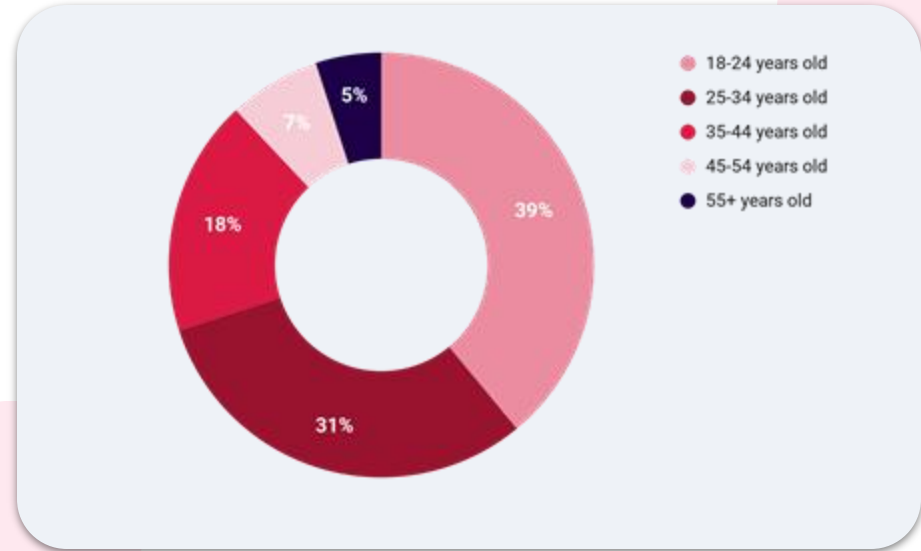
Smashes Engagement Targets With Gamification

Driving **Ecommerce and Offline Sales** With In-App Advertising

Launches the First AI-powered Skin Check Tool, Empowering Women & Boosting Brand Superiority

**Award Winning
& Effective Campaigns
with…**

How Many Seconds of Attention Do DT Ads Get on Average?

What is the % of Ad Recall on Gaming Ads?

Ready to Create Award Winning Campaigns with Digital Turbine?

Scan the QR code to learn more
and connect with Amit.

amit.rathi@digitalturbine.com

Thank you!

Help us do better the next Masterclass!