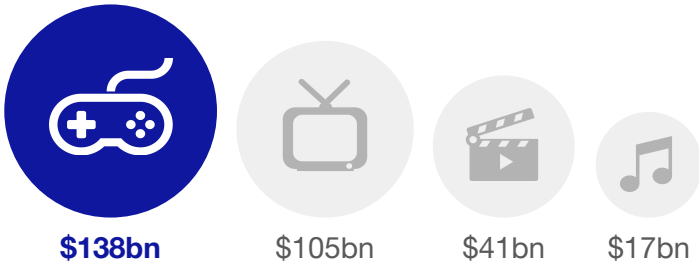


Why Mobile Gaming?

Brand safe in-app supply, at scale



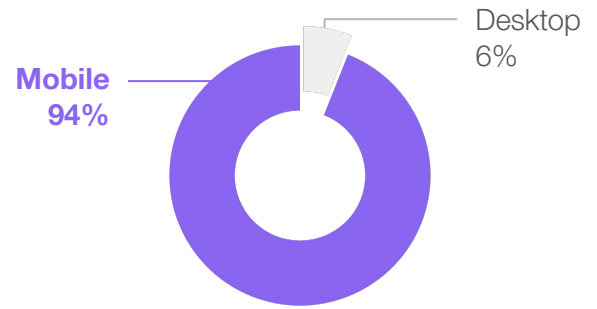
Games are the dominant form of entertainment. Games revenue surpassed all other major forms of entertainment.



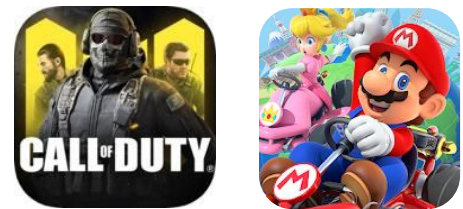
On mobile devices, games are downloaded more than social networks, entertainment, phone & video, and utility apps combined.



Mobile is the most popular form of gaming, democratizing gaming by putting a console in the pocket of almost every consumer.



Mobile growth is not slowing any time soon. Gamers spend an average of 2.01 hours per day mobile gaming vs 1.59 desktop and 1.29 console. Console games are migrating to mobile, launching apps like Call of Duty®: Mobile and Mario Kart Tour.



Mobile gaming is brand safe. By working with ironSource, you are ensuring your ads only surround trusted content.

- ✗ No UGC
- ✗ No Fake News
- ✗ No Politics
- ✗ No Hate Speech
- ✓ Age Rated
- ✓ App Store Approved

Working with the right mobile gaming company ensures viewable, verified, human traffic. ironSource is IAB apps-ads.txt and Open Measurement SDK certified, and works with all major brand safety partners.



Why Mobile Gaming?

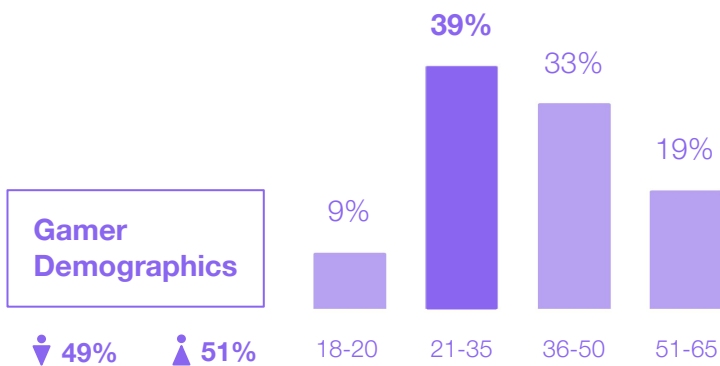
Brand safe in-app supply, at scale



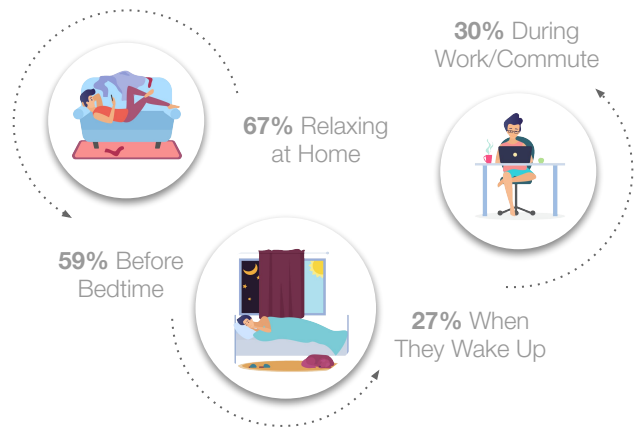
Gaming is now among the **most truly cross-demographic activities... it's difficult to find a region or demographic where the majority of individuals aren't gaming** in some form or another."

— *GlobalWebIndex*

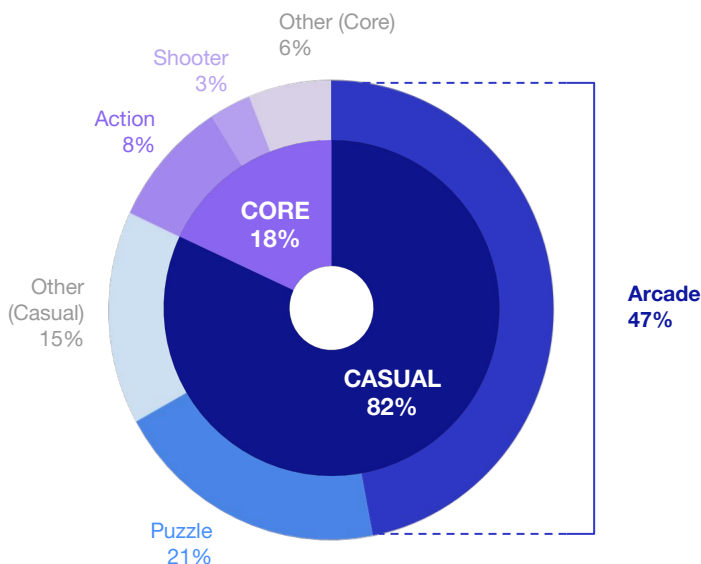
Everyone is a gamer. All ages and genders play mobile games.



Gaming is a form of entertainment and relaxation.



The majority of mobile gamers play casual games (82%), with arcade games being the largest single downloaded category (47%).



Rewarded video gives users control on how and when they receive ads, which builds a positive value exchange that both millennials and parents prefer.

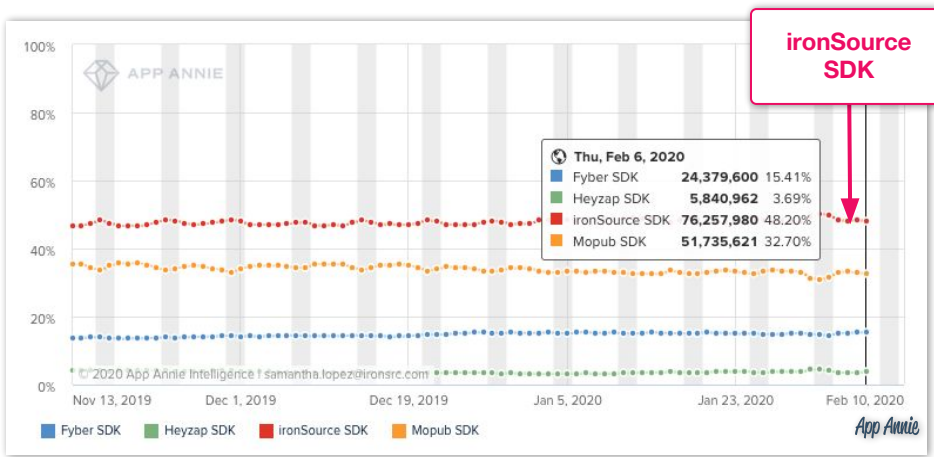


The Source for Mobile Advertising

OUR MOBILE MEDIATION PLATFORM AND MARKETPLACE POWER THE LARGEST, MOST ENGAGED AUDIENCES.

Clear market leader for mediation

ironSource's in-app mobile gaming mediation platform and marketplace helps brands cut out unnecessary ad-tax by providing direct access to the best inventory and audiences. Our relationships with the world's largest mobile gaming publishers gives us unrivalled access to scale and quality.



Note: Excluding Google's Admob, which is not only mediation



Commitment to quality

Enjoy the peace of mind of a completely brand-safe and transparent environment. 100% direct in-app partnerships yields cost efficiencies, brand safety, fraud-free and full transparency — including direct app-ads.txt and Open Measurement traffic. Leverage our 40 person creative studio for custom playables and interactive builds.



Available programmatically through all leading DSP's



#1

Mobile Game App SDK of Choice

300M

Total Unique Devices (US)

95%+

Viewability

1-3%

Click Through Rate

90%+

Video Completion Rate