

# Ads that don't harm the gaming experience, but actually enhance it

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*New partnership between 365 Digital and Anzu.io brings immersive in-game advertising to South Africa.*



365 Digital, the leading South African independent multi-channel media network, and Anzu.io, the world's most advanced in-game advertising platform, have announced a new partnership to bring immersive in-game ads to South African gamers. 365 Digital will serve as the representative of Anzu in South Africa, a country with an ['educated, healthy, and well-off' gamer base, 23% of which have a university degree](#). The partnership will empower local brands to reach their current and potential customers in-game using Anzu's advertising platform on mobile, PC and console.



## MARKETING & MEDIA

**Busting the gaming stereotype: South Africa's gamers are educated, healthy, well-off and live life to the full**

Rachel Thompson, GfK – An NIQ Company 2 Jul 2019



Around the world, gaming is more mainstream than ever, and South Africa is no exception. Projections show the video game market in South Africa growing from [R3.5bn \(\\$192bn\) in 2018 to R5.44bn in 2023](#). According to a report by [PWC](#), "smartphone-driven social and casual gaming growth is not coming at the expense of profits from traditional gaming hardware." Add in the recent [introduction of 5G](#) to both mobile and fixed wireless, the southern hemisphere nation is staged for big gaming market growth.

365 Digital, an independent multi-channel media company, provides innovative advertising opportunities and marketplaces of premium ad inventory to brands and end-to-end publisher monetisation and technology solutions. By partnering with Anzu, the company will give advertisers the ability to programmatically serve immersive ads seamlessly into the gameplay at scale, thereby creating new opportunities to connect brands to coveted gamer audiences without disrupting the gaming experience.

Anzu, the world leader in programmatic in-game advertising, allows ads to be served in IAB- recognised formats. In partnership with cybersecurity firm [Cheq](#), they recently announced the results of a pilot campaign showing [23% higher ad viewability](#) compared to traditional digital advertising. Anzu is the only in-game advertising solution to offer a full suite of

trusted adtech integrations including [Forensiq](#), which detects and tracks fraud in real-time, and [Nielsen Connectivity](#), a brand-lift solution that measures key metrics such as brand desire, brand recall and brand memorability. These solutions, many of which are commonplace in the greater world of digital advertising, give brands more confidence than ever before to spend in-game.

As part of the collaboration, Anzu will open up their exclusive gaming inventory across PC, mobile and console to 365 Digital's new and existing customers, empowering them to leverage in-game as another advertising touchpoint. "The ability to target audiences and measure data and viewability in real-time across consoles and platforms is something we are particularly excited about," says Jethro Fitz-Patrick, publisher services manager at 365 Digital, "We're very quickly moving towards a standard where 100% viewability is expected and becomes the norm. It's great to work with Anzu and be a part of this fundamental transition."

Julian Jordaan, commercial director of 365 Digital, comments: "Anzu is a game-changer for advertisers. The Anzu team and their products have been making waves in the global markets and we're thrilled to partner with them to do the same in South Africa. In-game advertising isn't new, with global advertisers making use of this channel for some time now. Anzu is different in the unique way they have reimagined in-game ads, blending them seamlessly onto in-game objects while maintaining extremely high viewability standards."

Itamar Benedy, co-founder and CEO of Anzu.io, added: "We 100% resonate with 365 Digital's commitment to pushing the envelope in ad viewability standards. As a leader in the South African advertising landscape, they have demonstrated their commitment to bringing targeted ads to relevant audiences--and their eagerness to tackle in-game advertising is testament to their forward-thinking approach."

### About 365 Digital

[365 Digital](#) is an end-to-end publisher solutions company that provides publishers with superior monetisation channels and technology while offering advertisers and agencies access to bespoke advertising opportunities and marketplaces of premium ad inventory.

As South Africa's largest premium publisher network, 365 Digital works with many of the country's largest digital publishers. Having pioneered vertical media in South Africa, the 365 Digital network not only offers scalable premium inventory solutions across a mix of content-rich brand-safe environments but also significant performance offerings throughout its segmented inventory pools.

### About Anzu

[Anzu.io](#) is an in-game advertising platform that brings real-world brand ads to video gaming and esports. Backed by Bitkraft E-sports Ventures, WPP and Axel Springer Digital Ventures, Anzu redefines digital advertising through the seamless integration of non-intrusive ads into the gameplay. Bringing real-time data and programmatic to the video gaming world, the platform promises native advertising, brand safety and ad viewability.

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365 Digital



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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