

Mobile Game Video Ad Experiences Preferred Over Typical YouTube Ad Experiences

Percentage of users that positively rate the ad experience

In-Game Rewarded Video Ad

20%



In-Game Video Ad

16%



YouTube Video Ad Pod

11%



Source: GWI x Digital Turbine Mobile Gamers Q3 2024 **Base:** 1,586 internet users aged 16-64. **Markets:** US

GWI.