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## **Screen Digest Forecasts More Video Game Product Placements In The Future**

BY PPN STAFF

According to media analyst Screen Digest, there will be more in-game product placements in the future.

The analyst conducted an examination of the in-game advertising industry and a survey of digital planners from the GroupM digital network. The results indicated that brands that are now reluctant to spend on video game advertisements will be more open to the idea by 2014.

The reason behind this is that there is a high level of audience engagement in in-game advertisements, which targets a hard-to-reach demographic. The industry is forecasted to account for 1.5% in annual sales in the next five years.

Screen Digest Senior Analyst for Advertising Vincent Letang explains: "Dynamic in-game advertising offers brands the same accountability as other digital platforms but in a more controlled environment than social display media and through a more standardized value chain than mobile advertising. Like online video pre-rolls, in-game advertising fills a gap in online branding, bringing familiar formats such as virtual billboards and TV ads into the gaming experience."

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