

Play on™



H1 2025 Whitepaper

The Power of In-Game Audio Advertising

Insights from Veritonic's Brand Lift Study.

audiomob.com





What's this report about?

Mobile gaming has become one of the largest entertainment sectors globally, attracting a wide array of users across all age groups and demographics.

In-game advertising is experiencing rapid growth, and non-intrusive formats like audio ads are paving the way for brands to engage with audiences while maintaining a seamless user experience.

Why was this created?

This white paper presents findings from a comprehensive brand lift study conducted by Veritonic in partnership with Audiomob. It provides critical insights into the effectiveness of in-game audio ads, highlighting their power to drive brand awareness, engagement, and recall.

With this growing audience comes the need for advertisers to explore new ways of engaging with consumers without interrupting the gaming experience. Audiomob invented an innovative solution, using non-intrusive in-game audio ads. They enable brands to capture attention while respecting the immersive nature of gaming.

The white paper examines how in-game audio ads perform compared to other digital ad formats such as video ads, podcasts, and streaming music. The data provides valuable insights into audience behaviour, ad engagement, and brand recall. It sheds light on how advertisers can capitalise on the power of audio ads in the mobile gaming space.



Veritonic surveyed a mixed-gender group of 333 mobile game players (67% women and 32% men) aged 25-65+, also providing them with the opportunity to experience Audiomob's in-game audio ads.

Responses were collected from users who had heard or interacted with Audiomob's ad format, ensuring that the feedback came from qualified, contextually relevant participants.



Audiomob invented an innovative solution, using non-intrusive in-game audio ads.

Key findings include:

93% of mobile gamers play weekly, representing a diverse audience in terms of age and gender.

54% of participants prefer audio ads over video ads, demonstrating the growing demand for non-intrusive ad formats.

34% of gamers search for more information after hearing an in-game audio ad.

42% of participants are more likely to engage with ads in mobile games than in other media formats.



What is Audiomob

We are the dominant audio discovery platform.

Audiomob lets you reach 3 billion users worldwide with seamless, non-intrusive ads. Designed to work effortlessly across all platforms, it's advertising—reimagined. The Audiomob format is the first of its kind and provides a powerful alternative to conventional interruptive video ads. Audiomob's non-intrusive audio ads let mobile users continue to play a game as they engage with a brand.

Find out more at www.audiomob.com

100%
User Consented.

0%
Damage to retention.



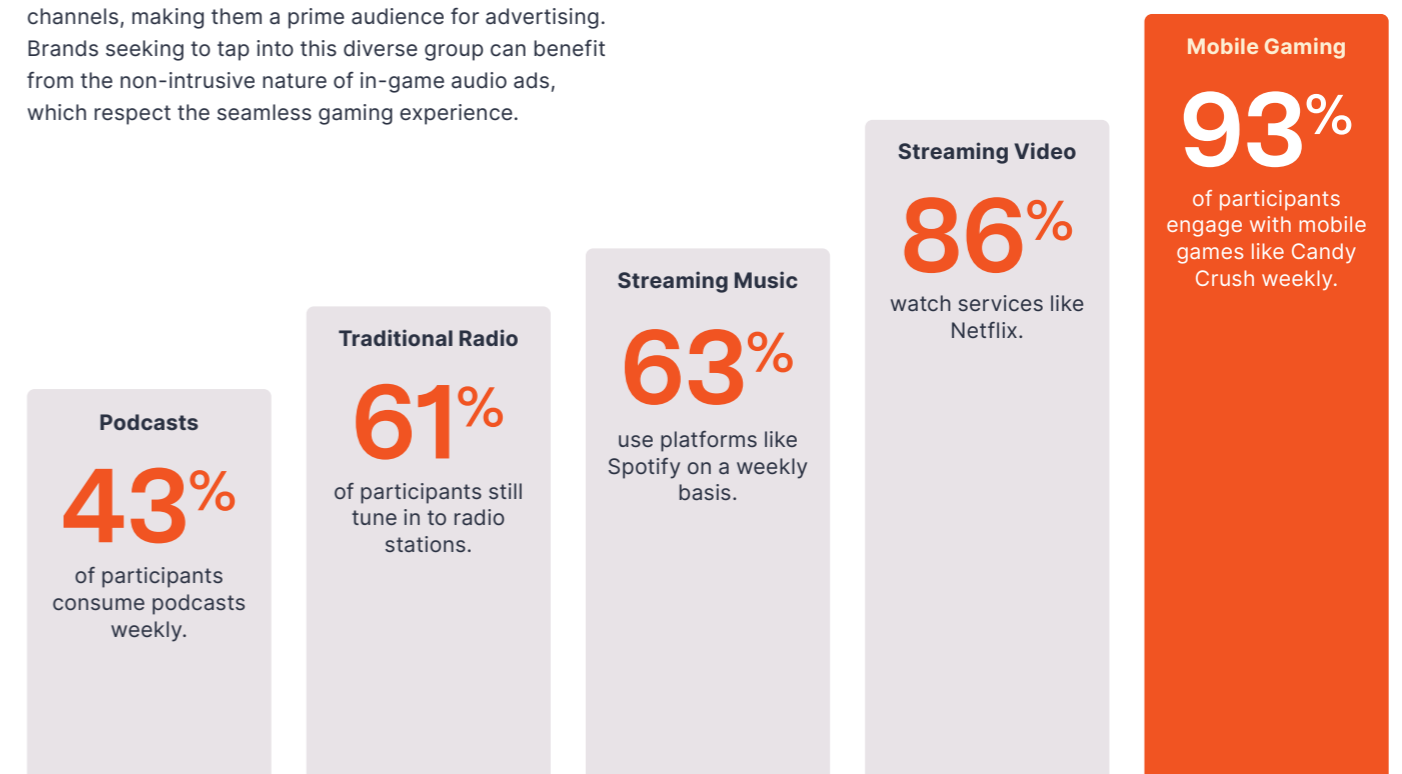
Media Consumption Habits: A Diverse Audience

Mobile gaming is no longer a niche market limited to younger audiences. 93% of participants reported playing mobile games weekly.

This broad spectrum of media consumption highlights that today's mobile gamers are highly engaged across multiple channels, making them a prime audience for advertising. Brands seeking to tap into this diverse group can benefit from the non-intrusive nature of in-game audio ads, which respect the seamless gaming experience.

 **Insight**

Audiences span various age groups and genders, challenging the typical stereotype of being dominated by young males.





The Impact of In-Game Audio Ads

A core finding from Veritonic was the high engagement and recall rates generated by Audiomob's in-game audio ads.

Unlike video ads, which can interrupt gameplay, audio ads play in the background, allowing users to continue their gaming session without disruption.



54% of participants expressed a preference for audio ads because they allow for continued gameplay.

Preference for Audio vs. Video Ads

When asked to choose between audio ads and video ads, 54% of participants expressed a preference for audio ads because they allow for continued gameplay. Only 9% preferred video ads, while 37% indicated no preference between the two formats.

The preference for non-disruptive ads aligns with Audiomob's philosophy of keeping gameplay uninterrupted while relevant brand messages.

In-game audio ads are becoming a regular part of the gaming experience for many users, providing advertisers with multiple opportunities to connect with their audience. Low disruption rates enable brands to effectively use audio ads without risking a negative user experience or losing their audience.

Frequency of Exposure

Q. How often do you encounter in-game audio ads?

Once a day **59%**

Once a week **17%**

Once a month **4%**

Never heard an in-game audio ad **20%**

Behavioural Response to Audio Ads

Q. How do you respond to in-game audio ads?

Continue playing after hearing an audio ad **42%**

Skip the ad if possible **56%**

Close the game altogether in response **2%**



These results show a high tolerance for non-intrusive ads.



Ad Recall and Engagement

Veritonic learned there was a high recall rate for in-game audio ads.

Mobile gaming is proving to be an effective environment for brand messaging, especially when paired with non-intrusive audio ads that blend seamlessly into the experience.

Gamers are not only exposed to in-game audio ads frequently but are also willing to take action based on the messages they hear.

30% of participants said they recall ads from mobile games, which is higher than recall rates for other media formats such as:

Podcasts	6%
Radio	6%
Music Streaming	5%
Television	32%

52% of participants said they are most likely to engage with ads in mobile games, a significantly higher rate than other channels such as:

Podcasts	16%
Radio	10%

Brand Search Behaviour

Participants were asked whether they searched for more information about a brand or product after hearing an in-game audio ad:

With 34% of gamers actively seeking more information after hearing an ad, brands can confidently invest in in-game audio ads knowing they have a tangible impact on consumer interest and action.

Frequently	5%
Occasionally	29%
Rarely	39%
Never	27%



Campaign Performance Data

Veritonic tracked the performance of Audiomob's in-game audio ad campaigns:

37,187,858 Impressions	6.24 Average ad frequency
19,746,096 Attributable impressions directly linked to audio ads	
3,162,824 Unique users reached	

These figures highlight the scale and effectiveness of Audiomob's campaigns. Audio ads can achieve high levels of exposure and brand reinforcement without disrupting gameplay.



