

Gamification of Advertising: Old School





You are a walking money train

- Survey from the Interactive Advertising Bureau reveals:
- >> 2010: \$26 billion ad revenue
- » 2011: \$31 billion ad revenue (mobile \$1.6 billion).
- You are at the centre of a bidding war
- » CDNs, Ad Exchanges, Real Time Bidding, Demand Side Platforms
- » Convergence is turning standalone devices into fully functional media entertainment centres



Adverts: Then and Now

Then:

- 1) Switch on Device
- 2) Play game

Now:

- 1) Switch on device
- 2) Adverts on device dashboard
- 3) Notification of adverts to be served
- 4) Adverts in game
- 5) Game broken up across multiple media = more adverts





A Brief History of Advergaming

- 3 1978: Adventureland text adventure: self-insert promotion for Treasure Island
- 3 1996: DOOM Mod Chex Quest, distributed on CDs in cereal boxes
- Early to mid 2000's: Numerous in-game advertising companies formed taking advantage of net connectivity in gaming devices



Types of Advertising

- Static: Older, less flexible form of product placement
- » Dynamic: Flexible, not tied to product, remotely updated
- » Companies such as Massive Incorporated, IGA Worldwide, Double Fusion work with game developers on in-game ads, product placement, relevance to game world
- Free now, pay later (mobile and PC)
- Samification of adverts themselves





Techniques of In-game Advertising

» Psychology can be used unlike with a pop-up ad

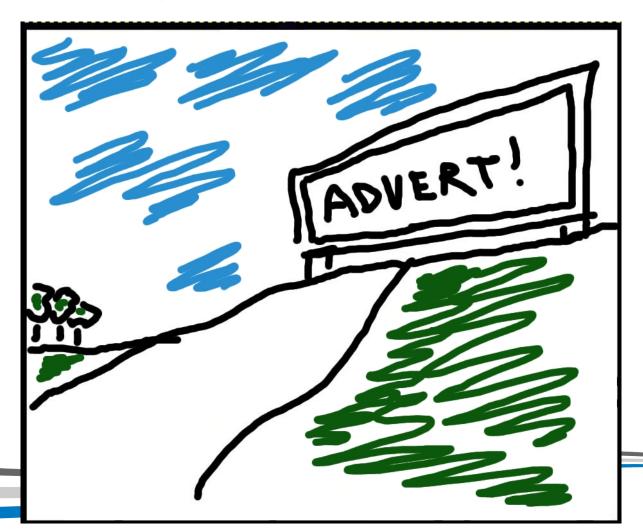




Techniques of In-game Advertising

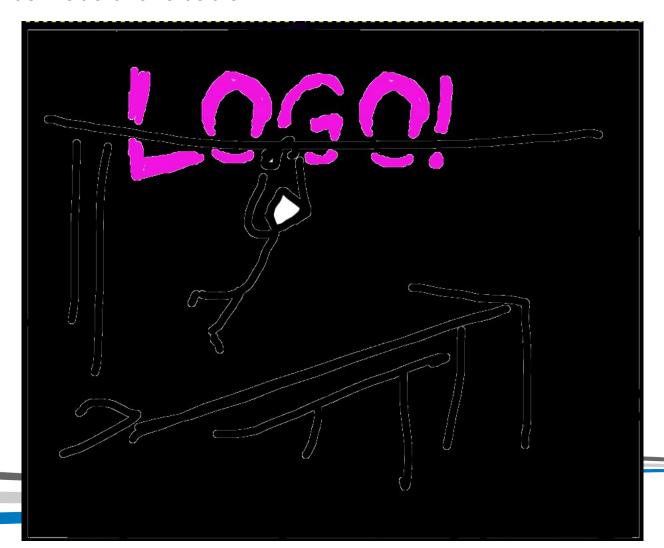
» Advertisers can use game data to place ads in locations most likely to be

seen



Techniques of In-Game Advertising

Can be made unavoidable





Techniques of In-game Advertising





If "Enemies in the Hooters!" isn't the video game line of the year, I'll eat my chapeau. #homefront



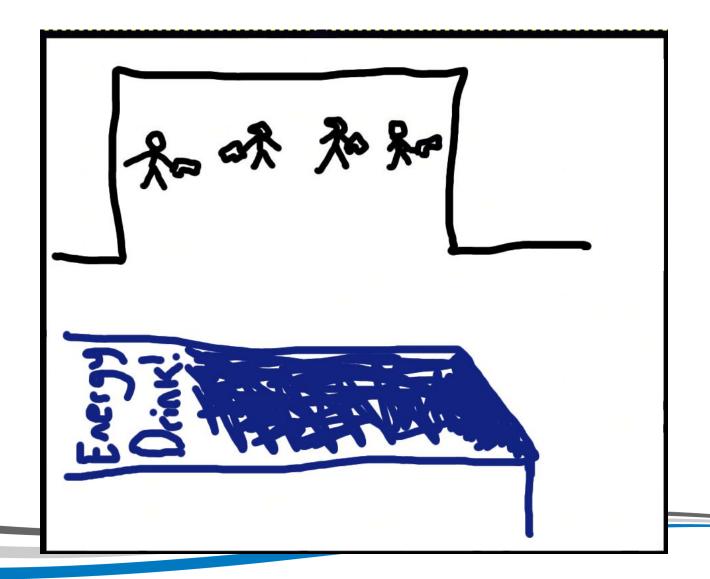








Techniques of In-game Advertising





Old School, Old News







Gamification of Advertising

» Asking customers to advertise more adverts, presented as a "reward"







Help me unlock the #AC3 World Gameplay Premiere! bit.ly/KjeguO







3:19 AM - 9 May 12 via Tweet Button · Embed this Tweet

twitter Help me unlock the #AC3

About 333,000 results (0.24 seconds)

Twitter / djdajayofficial: Help me unlock the #AC3 Wo

ja.twitter.com/djdajayofficial/status/199557224048238592

Instantly connect to what's most important to you. Follow your friends, experts, favorite celebrities, and breaking news.

Twitter / rochaf1970: Help me unlock the #AC3 Wo

twitter.com/rochaf1970/status/200047216361086976

8 May 2012 - Sign in New to Twitter? ... Already using Twitter via text message? ... Help me unlock the #AC3 World Gameplay Premiere! http://bit.ly/KjeguO ...

victor refsing (@victorrefsing) on Twitter

https://twitter.com/victorrefsing

Sign up for Twitter to follow victor refsing (@victorrefsing). ... Help me unlock the #AC3 WorldDGameplay Premiere! bit.ly/ls5rxv 2:20 AM May 10th via Tweet ...

AC3 Unlock Gamplay (@AC3UniteUnlock) on Twitter

Sign up for Twitter to follow AC3 Unlock Gamplay (@AC3UniteUnlock). ... Help me unlock the #AC3 World Gameplay Premiere! on.fb.me/IKvF1Y adssgsa 7:42

andrew gray (@uncharteddrake) on Twitter

twitter.com/uncharteddrake

Sign up for Twitter to follow andrew gray (@uncharteddrake). ... Help me unlock the #AC3 World Gameplay Premiere! on.fb.me/IKvF1Y helps! fur real! 6:10 AM ...

Riley Price (@Shidibby) on Twitter

twitter.com/shidibby

Sign up for Twitter to follow Riley Price (@Shidibby). ... Help me unlock the #AC3 World Gameplay Premiere! on.fb.me/IKvF1Y 2:28 PM May 9th via Twitter

April Osgood (@vtnet07) on Twitter

twitter.com/vtnet07

Sign up for Twitter to follow April Osgood (@vtnet07), we came to break the bad, ... Help me unlock the #AC3 World Gameplay Premiere! on.fb.me/IKvF1Y #doit

Dejan (@dex3108) on Twitter

Sign up for Twitter to follow Dejan (@dex3108). ... Help me unlock the #AC3 World Gameplay Premiere!! bit.ly/ls5rxv about 22 hours ago via Tweet Button ...

Ludvig Modigh (@firefly_goat) on Twitter

twitter.com/firefly_goat

Already using Twitter on your phone? ... Twitter is a rich source of instantly updated information. It's easy ... Help me unlock the #AC3 World Gameplay Premiere!

Anonymous #OpV (@Epic_Aaron) on Twitter

twitter.com/epic aaron

Sign up for Twitter to follow Anonymous #OpV (@Epic Aaron). ... Help me unlock the #AC3 World Gameplay Premiere! on.fb.me/IKvF1Y about 13 hours ago via ...

Gamification of Advertising





Zynga is now selling words in Draw Something to advertisers. Get ready to draw Pepsi, Doritos, etc. Players become commercials.

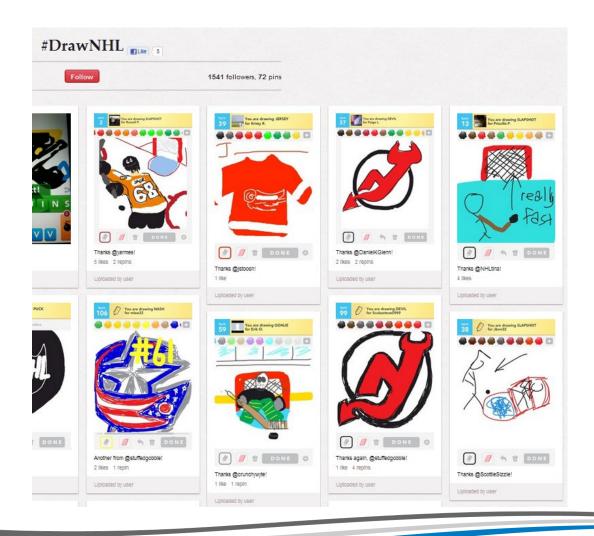


194
RETWEETS FAVORITES SAVORITES SAV

9:09 PM - 8 May 12 via Twitter for Mac · Embed this Tweet



Gamification of Advertising







Back to Square One

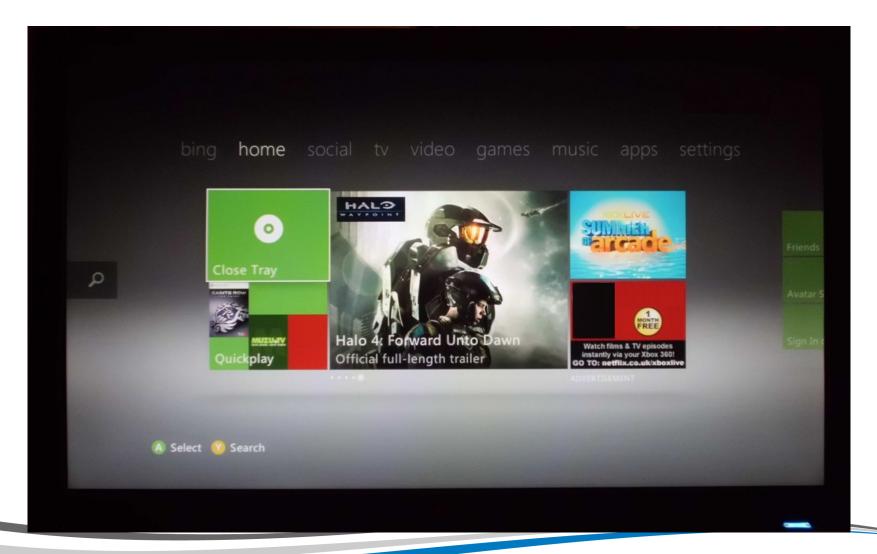
- Same of the control of the contro
- » Gamers object to paying premium memberships while still seeing ads
- » Advertisers will only pay / be paid depending on set criteria (viewtime, angle, interaction etc)
- Unintended security risks arise as a result of trying to block adverts



Advert Placement from A to Z

- No limit to where the content can be seen:
- 1) Launch of device
- 2) Device dashboard
- 3) Introduction / legal / ToS screens
- 4) Title screen
- 5) Menus / options / DLC store
- 6) Loading screens
- 7) Inside the game world
- 8) Pause / options
- 9) Exiting game
- 10) Stats updaters / "Tweet this" options to spread via Social Media





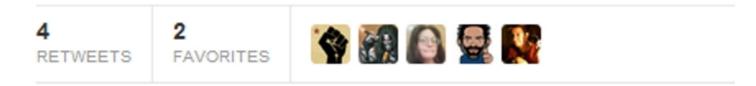




Chris Boyd
@paperghost

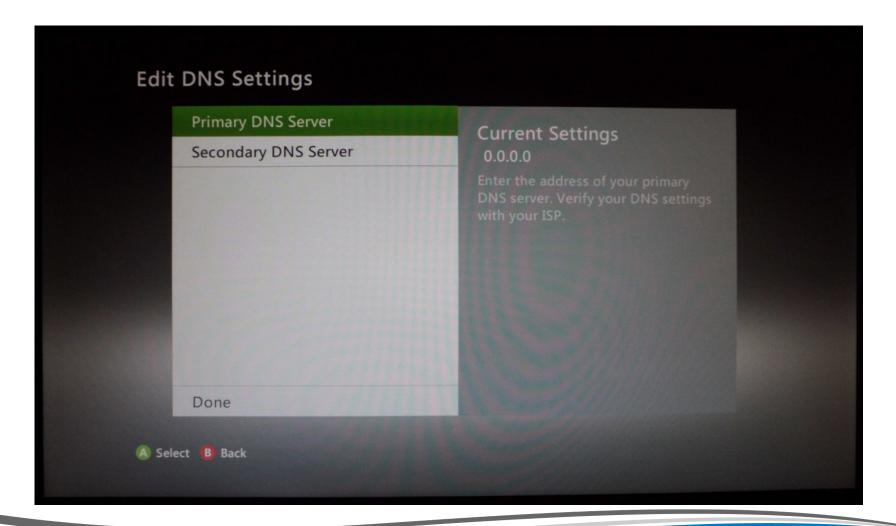
Never thought I'd see the day when people would use OpenDNS to block adverts on a games console bit.ly/tvUmiT





3:54 AM - 9 Dec 11 · Embed this Tweet









submitted 8 months ago* by absurdlyobfuscated

tl;dr: You need to prevent your Xbox from accessing the domains

- abstracted o months ago by abstractyobiascated

and

Note: Xbox Live recently (some time around August 2012) changed their ad server from rad.msn.com to
You will need to update your filtering options in order to continue blocking ads. Also note
that the domain serving dashboard content, , may also be the source of some picture ads blocking it will give you an error message every time you sign in, but none of the extra superfluous dashboard
content will be present.

Inspired by this thread and the obnoxious video ads (yeah, seeing Chuck Norris' face on every screen gets old fast), I took it upon myself to find an easy way to block them. There are multiple ways you can do this, but I'm going to use OpenDNS since it's probably the easiest:

- Sign up for an OpenDNS account (it's free).
- Add a network for your current IP address.
- Go to Advanced Settings and next to 'Domain Typos', check the box 'Enable typo correction' if it's not already checked and apply.
- Got to Web Content Filtering settings, set the filtering level to 'None', under 'Manage individual
 domains' put and on separate lines, select 'Always block',
 and click 'Add domain'. Screenshot.
- You may need to clear your hard drive cache before ads disappear entirely: System Settings -> Storage
 -> scroll down to Hard Drive and press Y -> Clear System Cache. Note that you'll have to re-download
 any title updates for any games you play after doing this.
- No longer pay to be advertised to.

You may also wish to configure your router to use OpenDNS' DNS servers via a static DNS setting, instead of setting it up on your Xbox. Doing so will block the ads for any device that connects to your network, so you don't have to configure them one-by-one.

One other note: If your IP address changes, you will need to update your OpenDNS network to match. If that happens frequently, you probably want the OpenDNS updater.

Alternatively, your may find it easier to configure your router to block the domain by using its site blocking or website filtering options. It has been reported to work for DD-WRT and Netgear routers, but not Linksys and possibly others, so your results may vary. To test if it will be blocked successfully, try to load

. If the page fails to load, gives you a 404 error, or you get a security error (like this), then it's blocked. If you get this 403 error, it's not blocked.

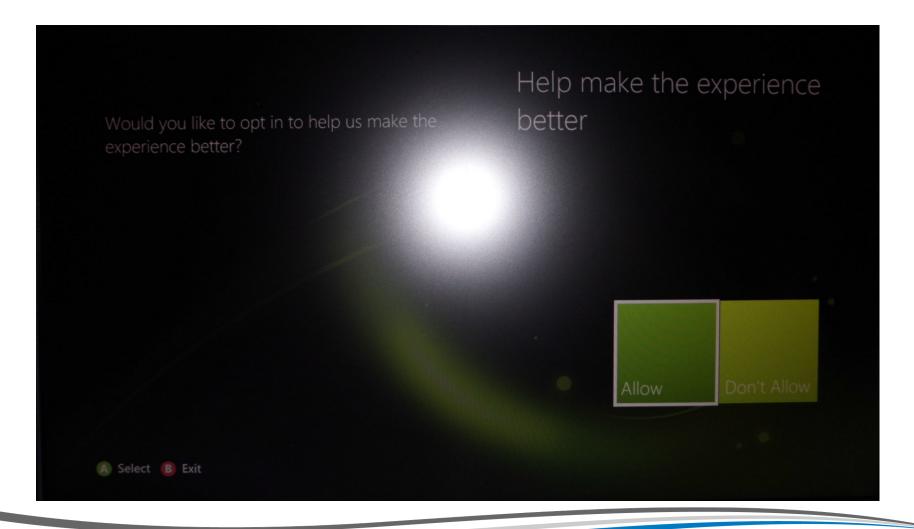
395 comments share

top 200 comments show all 395

sorted by: best ▼

- ♠ [-] agrassman 224 points 8 months ago
- But, what if I want to tweet this totally rad coke ad







- Owners of Deus Ex: Human Revolution reported seeing adverts for Star Wars on loading screens
- Resorted to HOSTS file modification to block ad content

Submission Policy Changes! Check here to read about the updated rules for submissions!





My Vision is Augmented: Or how to block DX:HR's surprise in g advertising using hosts files (self.gaming) submitted 3 days ago by goldfish

So we all now know that Deus Ex: HR is enabling advertising in the loading sc and obviously this has disappointed a lot of us who payed full price for the qu expected an immersive experience.

Discussed here:

http://www.reddit.com/r/gaming/comments/kgdmw/i_didnt_ask_for_this_deu

So here is how to get rid of them without installing anything.

We're going to be using something called a 'hosts' file. A hosts file is kind of I computers own little DNS server. Before looking up the address of a domain, computer will look at your hosts file first.

So all we have to do is identify the ad server domains, and add rules that rec them nowhere.

Here is a good reference for how to edit your hosts file on Windows 7: http://www.windowsreference.com/windows-7/edit-hosts-file-in-windows-7 windows-vista/



Rick's Game Stuff

Games, mods & modding.

« Steam Achievement Manager games update

Steam Achievement Manager games update »

Deus Ex: Human Revolution no-ads

This will disable the game from downloading ads for the billboards in game loading screens.

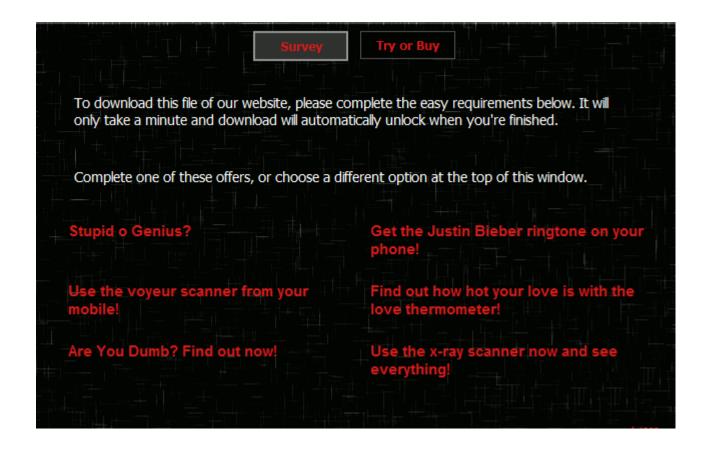
- 1. Download no-ads.zip
- Extract DFEngine.dll to the game directory (eg: X:\Path\To\Steam\steamapps\common\deus ex - human revolution), overwriting the original. Backup the original if you wish before extracting if you wish.
- 3. Play game.

Tags: Hacking, Mods



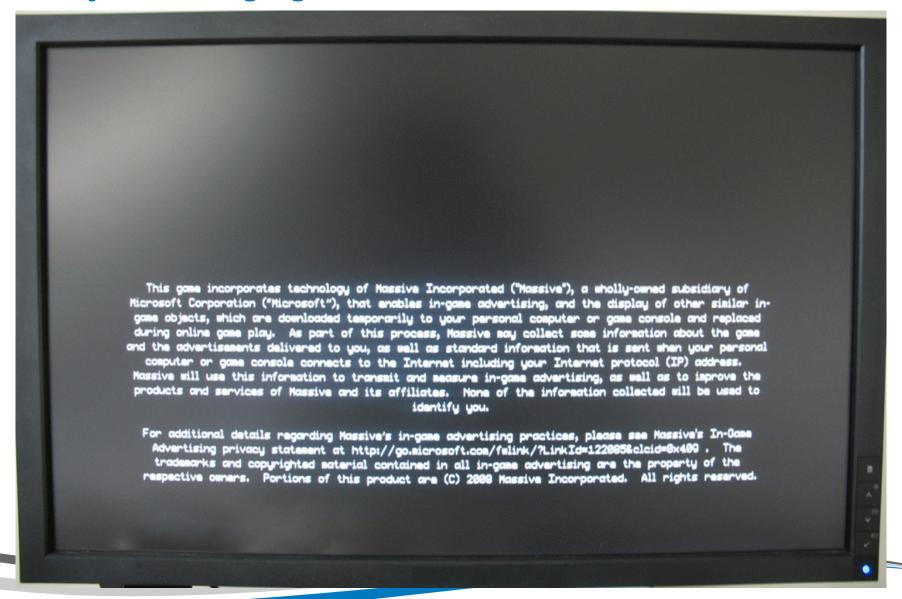








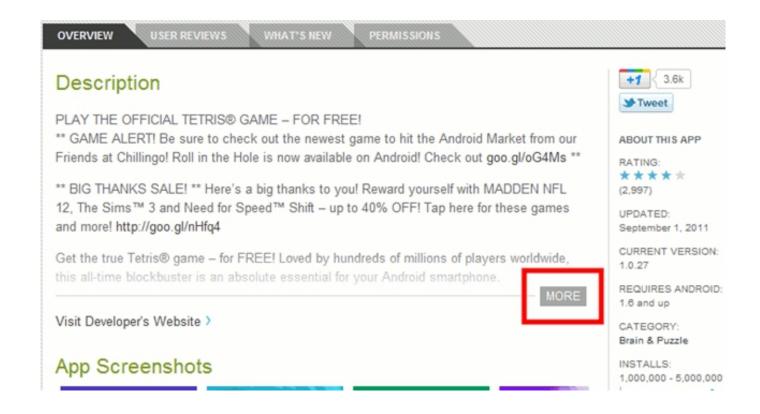
PC style messaging on a console...





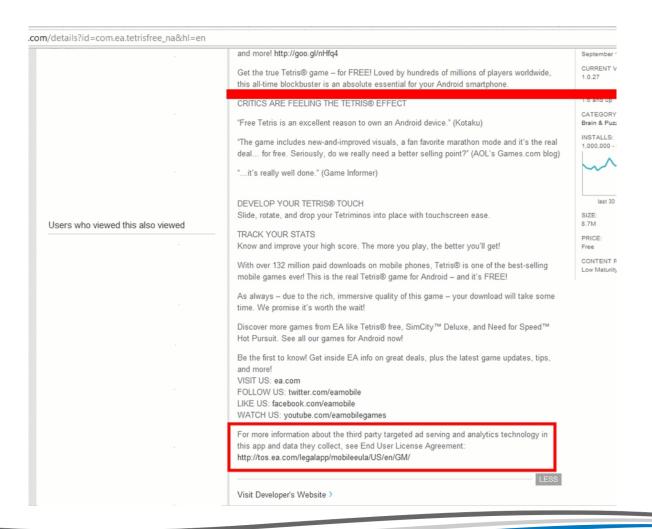


Mobile Gaming





Mobile Gaming





Traditional EULA formats on non traditional devices



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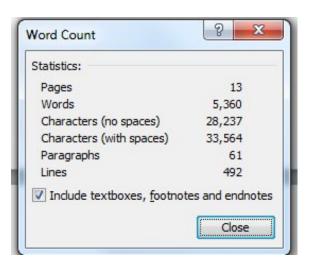
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ELECTRONIC ARTS APPLICATION END USER LICENSE AGREE

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This Application End User License Agreement ("License") is an agreement between you and Electronic Arts Inc., its subsidiaries and affiliates ("EA"). This License governs your use of application and any and all related documentation, and updates and upgrades that replace or supplement the application in any respect and which are not distributed with a separate license (collectively, the "Application"). This Application is licensed to you, not sold.

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September 2011: 43 entries 2012: 53 entries

Technology Provider	Privacy Policy	Opt-Out (if applicable)
Ad Knowledge/ Super Rewards	http://www.smoints.com/legal-center/privacy	Uninstall program
Adenyo	http://www.adenyo.com/	n/a
AdFonic		n/a
AdMarvel	http://www.admarvel.com/AdMarvel Privacy Policy 2011.pdf	n/a n/a
AdMax Network	http://www.admaxnetwork.com/article.php?	http://www.admaxnetwork.com/article.php?
AdMob	http://www.admob.com/home/privacy	11-3010004at-605 cat-
Adobe SiteCatalyst (formerly Omniture)	http://www.omniture.com/en/privacy/product	http://www.omniture.com/en/privacy/policy#optout
AdSense	http://www.google.com/privacy/privacy-policy.html	http://www.google.com/ads/preferences
BrightRoll Burstly	http://www.brightroll.com/privacy/ https://docs.google.com/View?id=df25cgih 63f22sffcz	http://www.brightroll.com/privacy/opt-out/ n/a
CPX Interactive		http://ad.yieldmanager.com/opt-out
DNSR Media	http://dsnrmg.com/Privacy.aspx	http://dsnrmg.com/Privacy.aspx
Facebook Insights	https://www.facebook.com/about/privacy/	n/a
Flurry	http://www.flurry.com/about-us/legal/privacy.html	n/a
GetJar	http://www.getjar.com/privacy/	n/a
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Ring Leader Digital	http://www.ringleaderdigital.com/privacy-policy	http://ringleaderdigital.com/optout.php
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Company)		
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Some Light Bedtime Reading

```
Words: 83,808 | Lines: 3,207 | Characters: 531,557
```

- » Not all EULAs could be copied (multi stage, different pages)
- » Some pages return a 404
- » Not everybody has an opt-out



Pages Not Found

www.admaxnetwork.com/article.php?id=361&bcat=&s_cat



Page not found

The requested page could not be found.

Ring Leader Digital

Related Searches: HTTP://Wwwiyogi.NET/Mobile/3301814 Cell Phone

Sponsored Listings

Jaguar XF 2.2 Diesel 2012

Blend of Stunning Design & Luxury. Book A Test Drive Online Today! www.jaguar.com/XF

New Yaris Edition

0% APR Representative + £159/Month Including Our 5 Year Warranty. toyota.co.uk/yaris

General Dynamics - Cloud

Helping Clients Implement Secure Cloud Solutions & Strategies

Sorry, the website www.trafficmarketplace.com cannot be found.

Search Search

Suggested Searches:

clients.adcolony.com/index.php?section=privacypolicy

The page you were looking for doesn't exist.

You may have mistyped the address or the page may have moved.



Conclusion

- We need to consider how best to notify on non-PC platforms
- Gamers should be informed if adverts are paid for, endorsements, free
- >> Tracking of PII should be clear, upfront and described in simple terms
- Adverts should not break immersion
- » Drawing in MS Paint is a lot of fun



Thank You!

GFI Software www.gfi.com

Twitter:

@gfisoftware

GFI Labs Blog:

http://www.gfi.com/blog/labs

Twitter (PH Labs account):

@gfilabsph

