Advergaming the System
Chris Boyd, Senior Threat Researcher
GFI Software
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
Types of Advertising
A Brief History of Advergaming

» 1978: Adventureland text adventure: self-insert promotion for Treasure Island

» 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)
- Gamification of adverts themselves
Techniques of In-game Advertising
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

Crave Transformers
Get $5 off if you're a new buyer on Crave.com. Click for more details:
July Discount for 1st Time Buyers » Crave Blog
Blog.crave.com

49 minutes ago via Hootsuite · 256 · Like · Comment · Share

Upcoming Events
What's the event?

Recommended Pages
Adam Sandler
23,150,670 like him.
2775 like

Lil Wayne
20,064,014 like him.
2775 like

Sponsored
Create an Ad

EA Sports NCAA Football
You're devoted. But are you totally devoted? NCAA Football 12 is available now on PS3 and Xbox 360!

Write a comment...
Gamification of Advertising
Gamification of Advertising

Asking customers to advertise more adverts, presented as a “reward”
Gamification of Advertising

Gary Whitta (@garywhitta)

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

194 RETWEETS 5 FAVORITES

9:09 PM - 8 May 12 via Twitter for Mac · Embed this Tweet
Gamification of Advertising
Welcome to 2006: Advert Wars Re-ignite
Back to Square One

» Gamers / device owners don’t want adverts on their new technology

» 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
Dashboard Flashpoint
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
Dashboard Flashpoint

Edit DNS Settings

Primary DNS Server

Secondary DNS Server

Current Settings
0.0.0.0

Enter the address of your primary DNS server. Verify your DNS settings with your ISP.
Dashboard Flashpoint

Submitted 8 months ago by absurdlyobscured

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

Note: Xbox Live recently (some time around August 2012) changed their ad server from red.msn.com to red.com, 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:block and unblock on separate lines, select ‘Always block’, and click ‘Add domain’. Screenshot.
- On your Xbox, go to System Settings -> Network Settings -> (your connection) -> Configure Network -> DNS settings - Manual, and enter the OpenDNS IP addresses for the primary and secondary DNS servers:
- 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, you 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 the page. 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.

305 comments share

top 200 comments show all 365
sorted by: best

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

Would you like to opt in to help us make the experience better?

Help make the experience better

A Select  B Exit
Star Wars? In my Deus Ex?

» Owners of Deus Ex: Human Revolution reported seeing adverts for Star Wars on loading screens

» Resorted to HOSTS file modification to block ad content
Star Wars? In my Deus Ex?

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
2. 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
Star Wars? In my Deus Ex?

Deus Ex: Human Revolution + Added CRACK (2011 /ENG/BETA/Repack)

For Free Download Click the Link on Description (100% Free)

For Free Download Click Here - http://adf.ly/1qSli
Star Wars? In my Deus Ex?
PC style messaging on a console...

This game incorporates technology of Massive Incorporated ("Massive"), a wholly-owned subsidiary of Microsoft Corporation ("Microsoft"), that enables in-game advertising, and the display of other similar in-game objects, which are downloaded temporarily to your personal computer or game console and replaced during online game play. As part of this process, Massive may collect some information about the game and the advertisements delivered to you, as well as standard information that is sent when your personal computer or game console connects to the Internet including your Internet protocol (IP) address. Massive will use this information to transmit and measure in-game advertising, as well as to improve the products and services of Massive and its affiliates. None of the information collected will be used to identify you.

For additional details regarding Massive’s in-game advertising practices, please see Massive’s In-Game Advertising privacy statement at http://go.microsoft.com/fwlink/?LinkId=122885&clcid=0x409. The trademarks and copyrighted material contained in all in-game advertising are the property of the respective owners. Portions of this product are (C) 2008 Massive Incorporated. All rights reserved.
Mobile Gaming
Mobile Gaming

Description

PLAY THE OFFICIAL TETRIS® GAME – FOR FREE!
** GAME ALERT! Be sure to check out the newest game to hit the Android Market from our Friends at Chillingo! Roll in the Hole is now available on Android! Check out goo.gl/oG4Ms **

** BIG THANKS SALE! ** Here's a big thanks to you! Reward yourself with MADDEN NFL 12, The Sims™ 3 and Need for Speed™ Shift – up to 40% OFF! Tap here for these games and more! http://goo.gl/nHfq4

Get the true Tetris® game – for FREE! Loved by hundreds of millions of players worldwide, this all-time blockbuster is an absolute essential for your Android smartphone.

Visit Developer's Website

App Screenshots
Mobile Gaming

and more! http://goo.gl/nfFq4

Get the true Tetris® game – for FREE! Loved by hundreds of millions of players worldwide, this all-time blockbuster is an absolute essential for your Android smartphone.

CRITICS ARE FEELING THE TETRIS® EFFECT

“The game includes new-and-improved visuals, a fan favorite marathon mode and it’s the real deal... for free. Seriously, do we really need a better selling point?” (AOL’s Games.com blog)

“...it’s really well done.” (Game Informer)

DEVELOP YOUR TETRIS® TOUCH

Slide, rotate, and drop your Tetrinos into place with touchscreen ease.

TRACK YOUR STATS

Know and improve your high score. The more you play, the better you’ll get!

With over 132 million paid downloads on mobile phones, Tetris® is one of the best-selling mobile games ever! This is the real Tetris® game for Android – and it’s FREE!

As always – due to the rich, immersive quality of this game – your download will take some time. We promise it’s worth the wait!

Discover more games from EA like Tetris® free, SimCity™ Deluxe, and Need for Speed™ Hot Pursuit. See all our games for Android now!

Be the first to know! Get inside EA info on great deals, plus the latest game updates, tips, and more!

VISIT US: ea.com
FOLLOW US: twitter.com/eamobile
LIKE US: facebook.com/eamobile
WATCH US: youtube.com/eamobilegames

For more information about the third party targeted ad serving and analytics technology in this app and data they collect, see End User License Agreement:

Visit Developer’s Website »
Traditional EULA formats on non traditional devices

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## APPENDIX A

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<th>Privacy Policy</th>
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Some Light Bedtime Reading

» 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.

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

Search

Suggested Searches:

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