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MVPs. Noobs. Explorers. Builders. Warriors. Creators.

**Advertise to the biggest  
Cloud & PC gaming community**



# Who we are ?

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nowAds transacts **billions of impressions a month** across some of the world's biggest cloud and PC gaming platforms.

Our gamers are **global, tech-savvy, loyal and digital-first**. Basically the perfect fit for every brand and agency.



**Biggest Cloud**  
Gaming Platform



**Biggest PC**  
App Platform



# Programmatic Reach

**3**  
**Billion**  
Monthly Impressions

**50+**  
**Minutes**  
Avg Session Length

**40+**  
**Million**  
Global MAUs



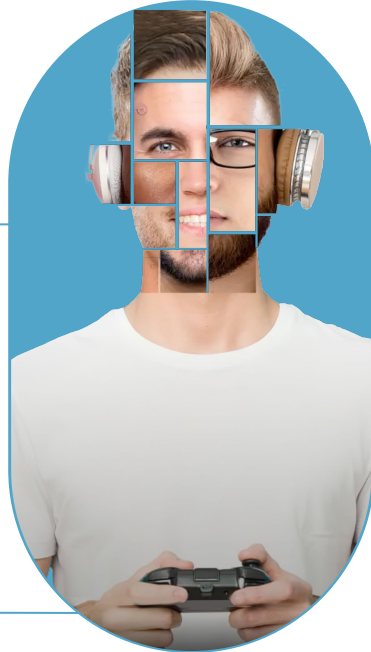


# Audience Profile



Male **63%**

- Age group(18-34) - 70%
- European Countries - 20%
- Asian Countries - 36%
- American Countries - 40%
- Top Games - **Action  
RPG  
Strategy**



**37%** Female

- Age group(18-34) - 62%
- European Countries - 22%
- Asian Countries - 34%
- American Countries - 46%
- Top Games - **RPG  
Strategy  
Action**





# Yes, its web !

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We actually like ads! So we decided to blends ads in the core gaming experience across our platforms. We are constantly evolving the interactions that gamers have with ads to ensure positive brand association and increase gamer happiness.



Video



Display





# Pre-Roll

## Video

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Standard, Gamer's Choice, and Engaged Gamer—three types of pre-roll ads are available while the cloud is loading up in the background.



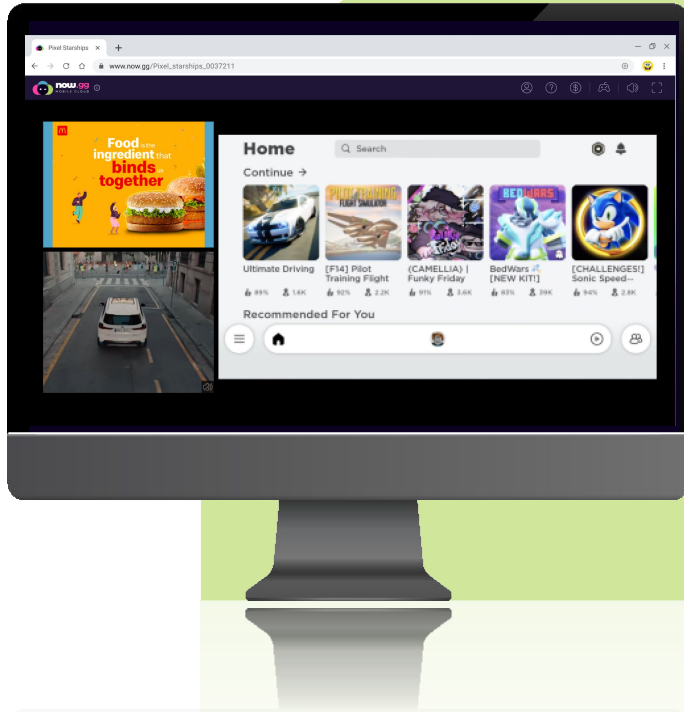


# Panel Ads

## Video & Display

Display and delight!  
A combination of video and banner ad lets you excite the gamers in best means possible.

 Desktop  Tablet  CTV

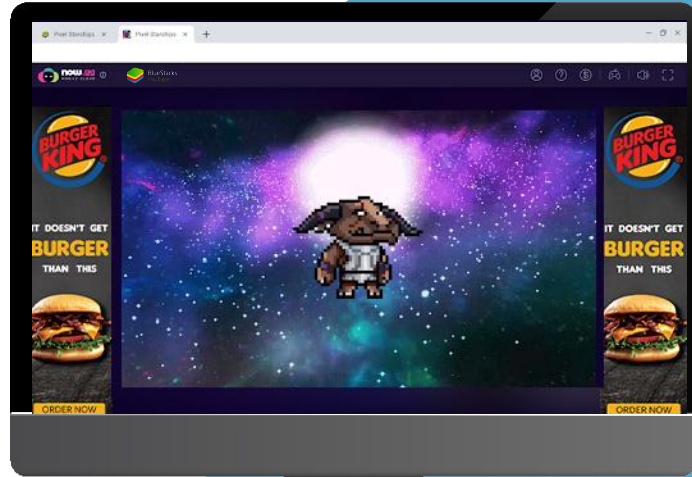




# Standard

## Display Ad

Most popular display banners that delivers the most branding impact. Be creative and impress your gamers as they spend hours playing games.





# Contact

[pmp@now.gg](mailto:pmp@now.gg)

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