



DIGITAL BRAND DAY

ВИДЕОРЕКЛАМА В ИГРОВЫХ ПРИЛОЖЕНИЯХ YABBI
«МОБИЛЬНОСТЬ. ВИДИМОСТЬ. ЭФФЕКТИВНОСТЬ»

«ВИДИМАЯ, ПОТОМУ ЧТО ДОСТУПНАЯ ВЕЗДЕ»



67 МЛН. ПОЛЬЗОВАТЕЛЕЙ



БОЛЬШОЕ В МАЛЕНЬКОМ



In-app

SDK open RTB Vast

Brand Safety

Контроль
и верификация



В МОБИЛЬНЫХ ИГРАХ НЕТ ГЕЙМЕРОВ, ПОТОМУ ЧТО ИГРАЮТ ВСЕ

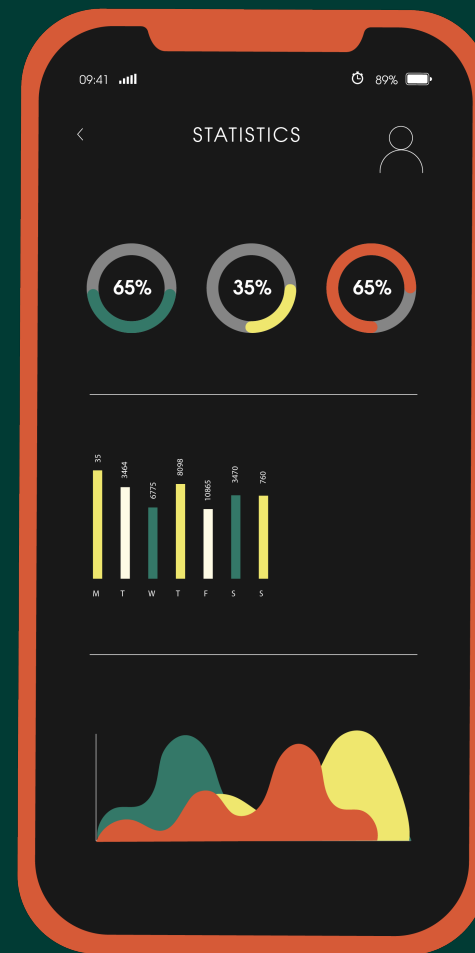


2023 Rankings by Market | Top Games

Worldwide			
Downloads	Consumer Spend	Downloads	Monthly Active Users
1 Subway Surfers Action Runner	1 Candy Crush Saga Match M3	1 ROBLOX Simulation Creative Sandbox	1 ROBLOX Simulation Creative Sandbox
2 Free Fire Shooting Battle Royale	2 Honor of Kings Action MOBA	2 Free Fire Shooting Battle Royale	2 Free Fire Shooting Battle Royale
3 ROBLOX Simulation Creative Sandbox	3 ROBLOX Simulation Creative Sandbox	3 Candy Crush Saga Match M3	3 Candy Crush Saga Match M3
4 Ludo King Tabletop Ludo	4 Royal Match Match M3-Meta	4 Subway Surfers Action Runner	4 Subway Surfers Action Runner
5 Candy Crush Saga Match M3	5 Coin Master Party Luck Battle	5 Minecraft Pocket Edition Simulation Creative Sandbox	5 Minecraft Pocket Edition Simulation Creative Sandbox
6 Royal Match Match M3-Meta	6 Genshin Impact RPG Open World RPG	6 Mobile Legends: Bang Bang Action MOBA	6 Mobile Legends: Bang Bang Action MOBA
7 Block Blast Adventure Master Puzzle Tile-Matching	7 Gardenscapes by Playrix Match M3-Meta	7 Ludo King Tabletop Ludo	7 Ludo King Tabletop Ludo
8 8 Ball Pool Sports Simulation Sports	8 Monopoly GO: Family Board Game Party Luck Battle	8 Stumble Guys Party Party Royale	8 Stumble Guys Party Party Royale
9 My Talking Tom 2 Simulation Pet	9 Pokémon GO RPG Location RPG	9 EA SPORTS FC™ MOBILE 24 SOCCER Sports Simulation Sports	9 EA SPORTS FC™ MOBILE 24 SOCCER Sports Simulation Sports
10 Race Master Hypercasual Racing	10 Game For Peace Shooting Battle Royale	10 PUBG MOBILE Shooting Battle Royale	10 PUBG MOBILE Shooting Battle Royale



МУЛЬТИСКРИННЕР = IN-APP + TV





СПАСИБО!

