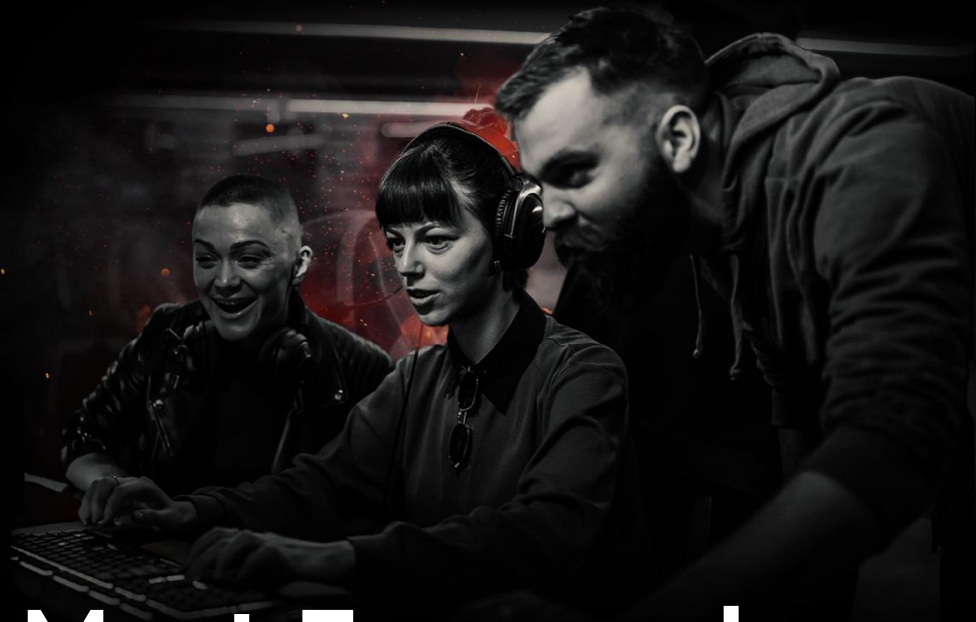




Gamers: The Most Engaged Audience for Media Buyers



overwolf ads

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Who's Working With Us?

 theTradeDesk  yahoo!  xandr  amazon

 INDEX EXCHANGE

FREEWHEEL
A COMCAST COMPANY

 PubMatic

Magnite

nexxen

GOLDBACH

adform

 OpenX.

 IMPROVE DIGITAL

smart.

acuity

 the mediagrid

 triplelift

VIAKT.

 sharethrough

 SIMPLIFI



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Who's Working With Us?

amazon

NETFLIX



hulu



SAMSUNG

verizon

intel

AMD

Lenovo



Wendy's

Little Caesars

SARGENTO



crocs

P&G



BOTOX



The General

PROGRESSIVE



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Global Game Market

Mobile Games

\$92.2B

PC Games

\$43.2B

Console Games

\$51.9B

Source: Newzoo | Global Games Market Report | Aug 24



overwolf

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Gaming today is where
social media was
10 years ago.

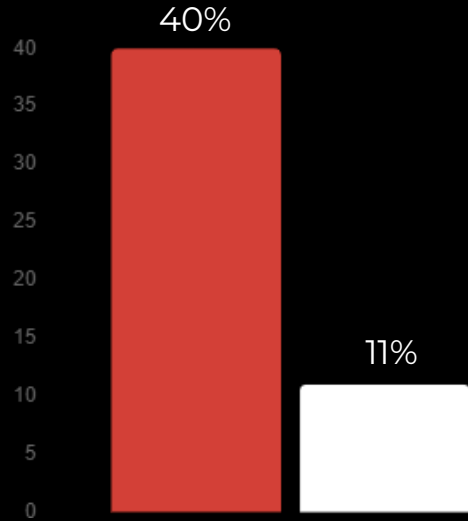


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2014

Social media



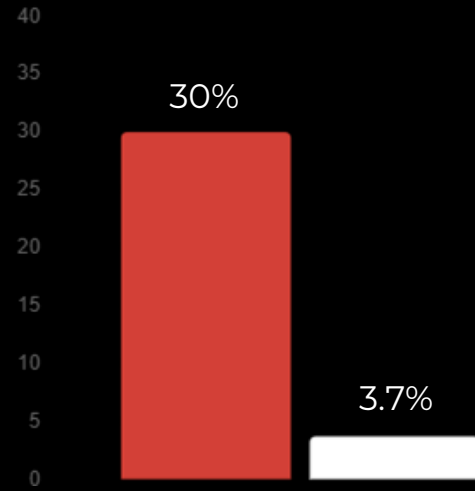
Media Time



Ad Spend

2025

Gaming



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Source: eMarketer, GWI, IAB, DazeInfo, Dentsu State of Gaming Report (2025)

PC Gaming: The Ultimate Attention Mine for Media Buyers

1.86_B

PC gamers worldwide

50+ mins

avg. playing session

138%

greater flow impact
on PC vs. mobile gaming

88%

play with immersive audio
(mostly headphones)

~50%

higher recall for
integrated gaming ads

12.7%

faster cognitive processing
for gamers



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Source: Statista, Newzoo, Semantic Scholar, Game Pill, Overwolf BI

Paradigm Shift in How PC Gaming is Created & Consumed

only
66
games

out of the
19,000
games launched on 2024

dominate
80%
of global playtime

almost
15,500
will never be played



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So, how do you manage get in the 66-top-games club?!



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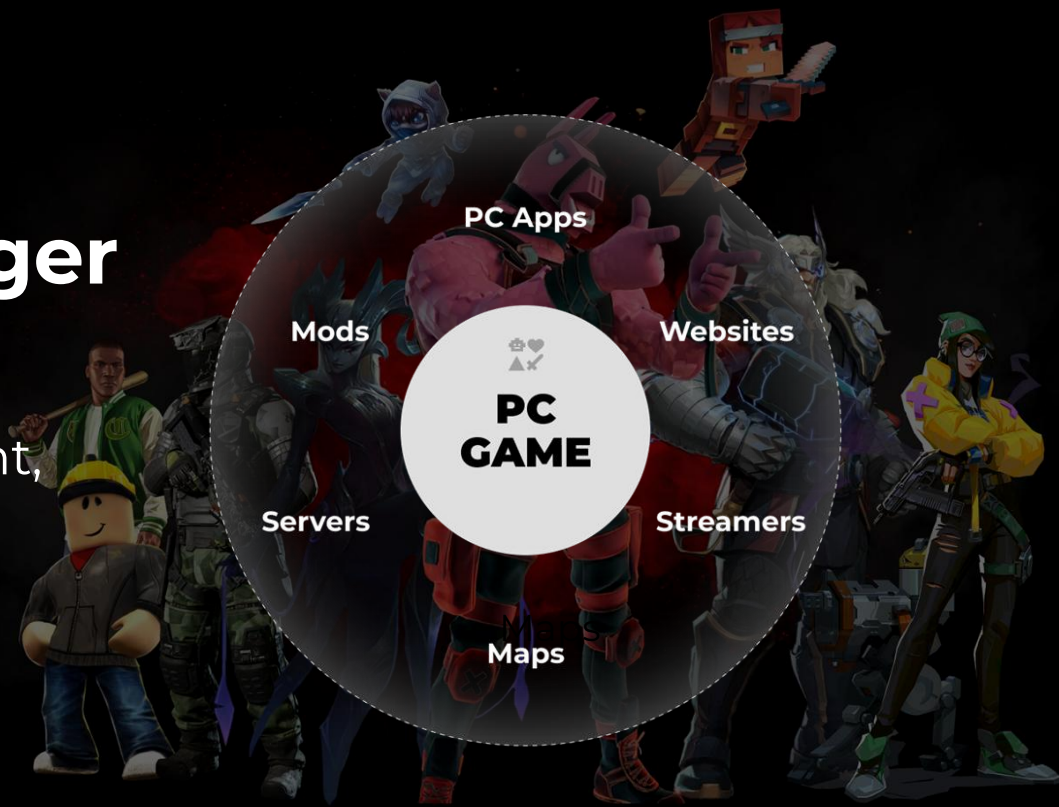
Creator Economy Landscape

Video		Audio	Gaming		E-com	Info
			Cross-Games	Single-Game		
 TikTok	 YouTube	 Spotify	 overwolf	 FORTNITE	 shopify	 reddit
Anyone can become a video producer and monetize their content		Anyone can publish & monetize music	Anyone can create & monetize gaming content & experiences		Anyone can become a product entrepreneur	Anyone can monetize their contributions



Games are no longer just played

They're surrounded by content,
creation and community

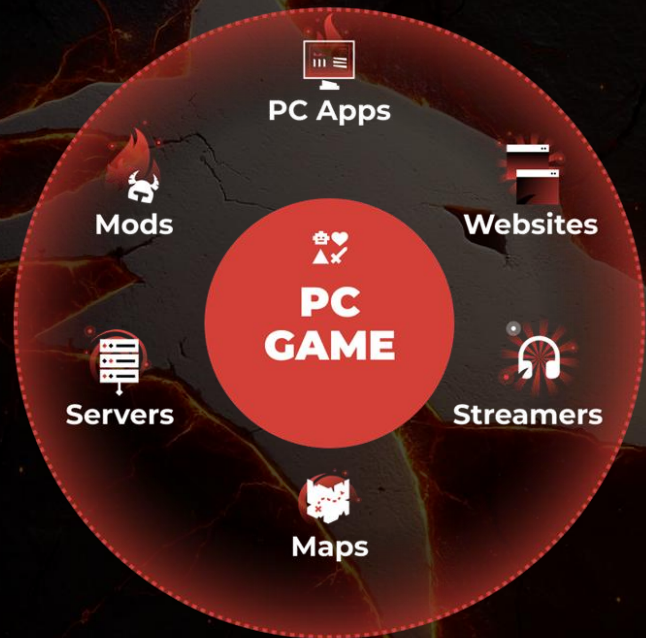


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Content ecosystem

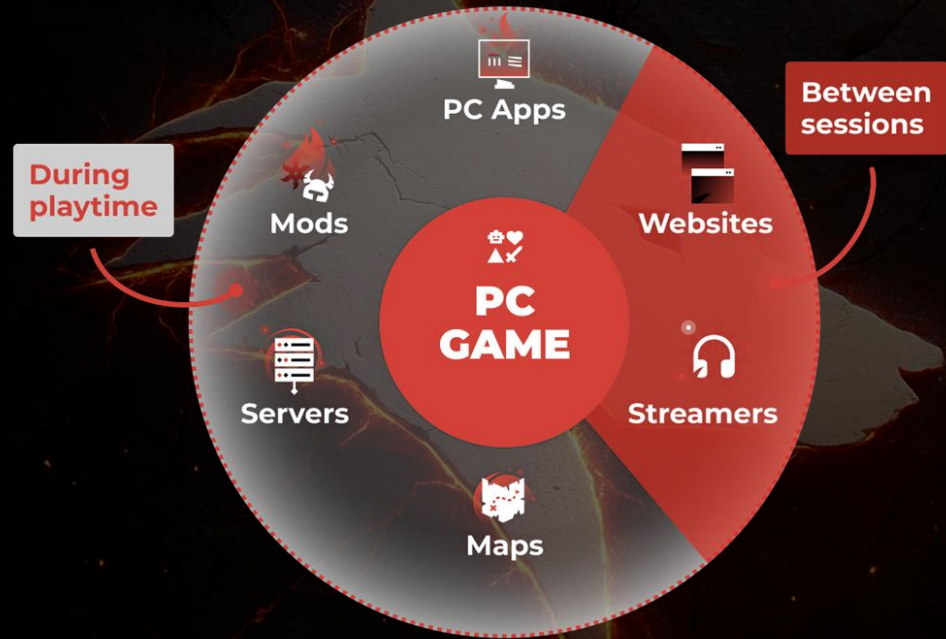
in & around the game



overwolf ads

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Throughout their entire gaming journey



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Overwolf's ecosystem
helps **113M gamers**
play better and
have more fun



Source: Overwolf BI, 2025



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Lucrative, Unreachable Audience



113M

monthly active
gamers worldwide



18-44

Gen Z & Millennial



57% / 43%

male / female



65+

avg. hours played
per month



77

minutes avg. game
session length



\$100K+

1.14x more likely
to have a HHI



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Source: Overwolf BI, Overwolf Internal Survey, Comscore 2024, Marketing Scoop, Real View

They're Big Spenders



2x

MORE LIKELY
TO BUY
SNEAKERS



2.7x

MORE LIKELY
TO CONSUME
ENERGY DRINKS



1.8x

MORE LIKELY
TO BUY HAIR CARE
PRODUCTS



4.5x

MORE LIKELY TO BUY
GAME PERIPHERALS
AND HARDWARE



1.7x

MORE LIKELY
TO SPLURGE ON
SKINCARE/GROOMING



2x

MORE LIKELY
TO BUY WELLNESS
PRODUCTS



3.5x

MORE LIKELY
TO BUY TECH
GADGETS



2.8x

MORE LIKELY
TO PAY FOR
SUBSCRIPTIONS



2.4x

MORE LIKELY
TO GO TO
THE CINEMA



2.6x

MORE LIKELY
TO BE
ANIME FANS



1.6x

MORE LIKELY
TO ENJOY
FAST FOOD



1.9x

MORE LIKELY
TO BUY
PREMIUM BRANDS

Source: GWI



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When Gamers Love it, the Industry Notices



DIGIDAY

Best Gaming Ad Tech

2024 Award



 **comscore**

#2 Biggest

US Gaming Property



Adelaide

Premium Publisher List

for High Attention Score



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Overwolf Audience vs Social Media (EU)

66%

NOT FOUND ON

facebook

65%

NOT FOUND ON

Instagram

79%

NOT FOUND ON

X

67%

NOT FOUND ON

TikTok

42%

NOT FOUND ON

You Tube

85%

NOT FOUND ON

twitch

81%

NOT FOUND ON

Snap Inc.

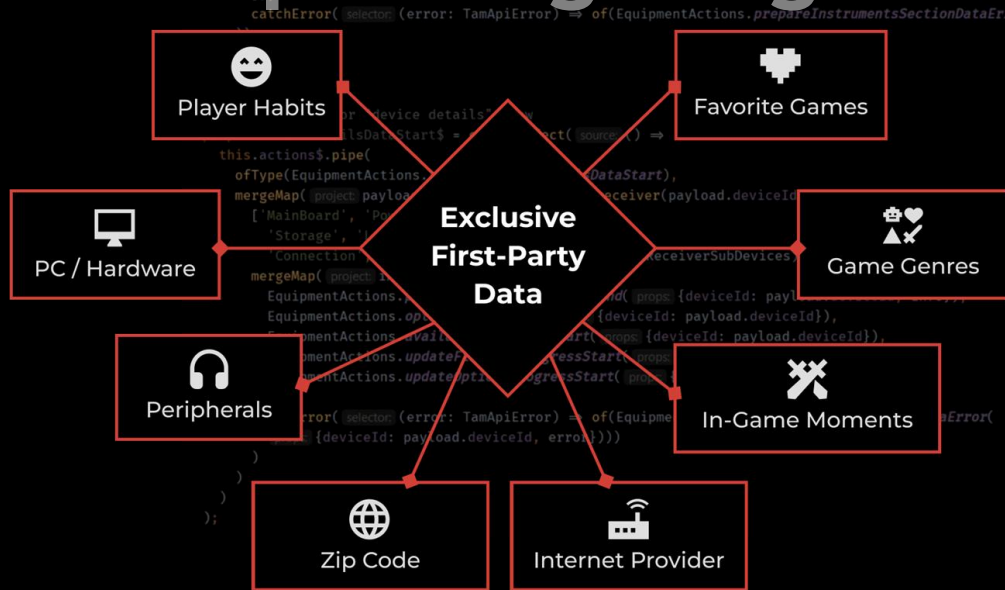
Source: GWI/Comscore, September 2025



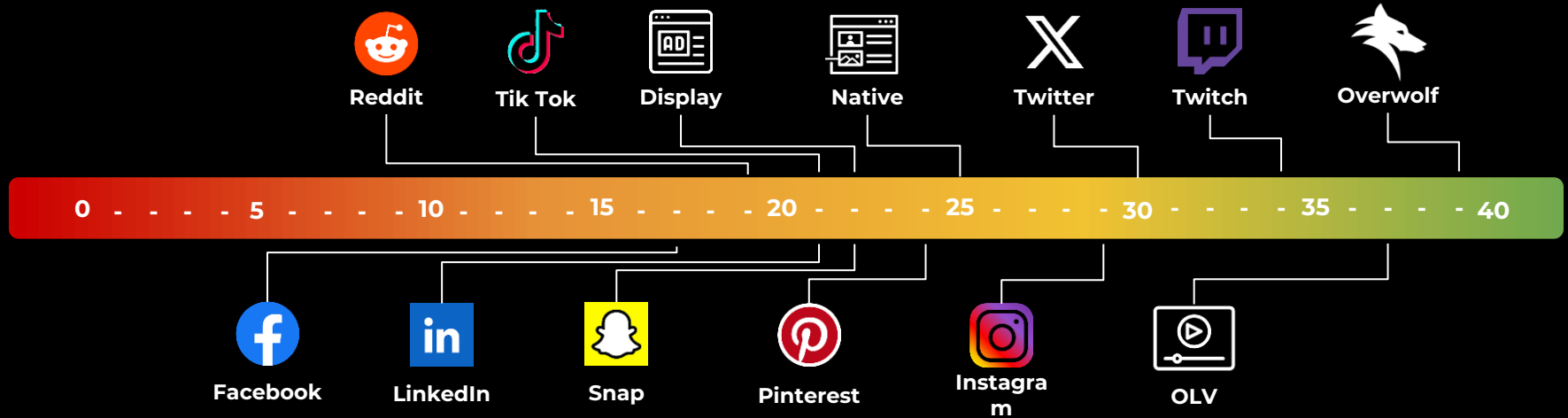
overwolf ads

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Reaching the Right Gamers, Based on Multiple Targeting Criteria



Premium Attention Quality



Source:  Adelaide's Attention Score, 2024 - Tracks active engagement time compared to total screen time.



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Display & Video Formats

Current Live Clients:

SAMSUNG

LANCÔME
PARIS

Coca-Cola

Set Up Time: 2-3 Days

- Re-use existing social/video assets

Available in over 100 top games, including:

FORTNITE

LEAGUE OF
LEGENDS

VALORANT

ROCKET
LEAGUE

OVERWATCH

PUBG

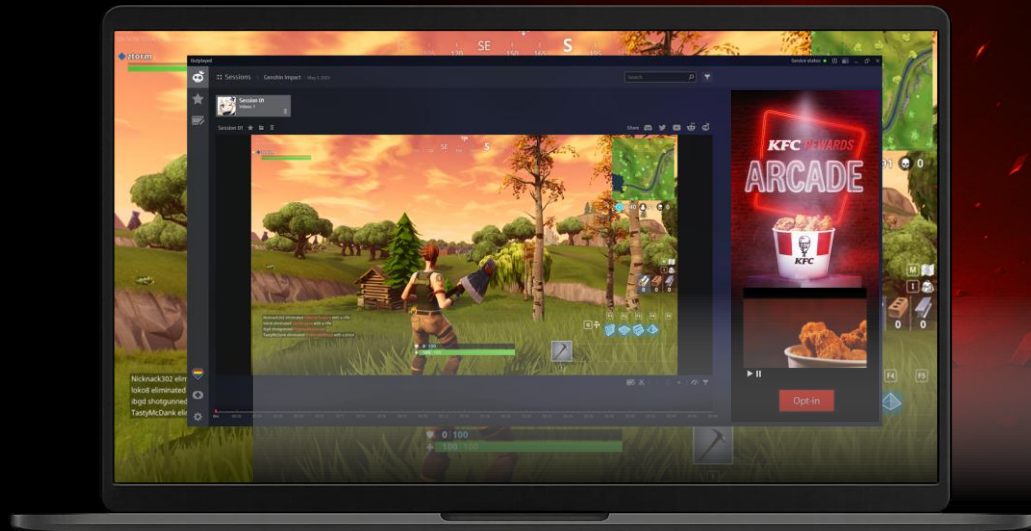
CALL OF DUTY

ATOMIC CLIMB
RAINBOW SIX

APEX
LEGENDS

TEAM FIGHT
TACTICS

R.E.P.O.



overwolf ads

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Compliant, Safe & Effective

Fully compliant with industry standards and brand safety requirements:



85%

AVG. VIDEO
COMPLETION RATE



90%

AVG. AD
VIEWABILITY



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Thank you!

Shahar Sorek

Chief Marketing Officer

shahar.sorek@overwolf.com



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