

<http://www.pocket-lint.com/news/15152/sony-dynamic-in-game-advertising-ps3>

## Sony launches dynamic in-game ads on PS3

Will "create a richer experience for gamers"

by Amy-Mae Elliott published on 4 June 2008

Sony is looking to further monetise the 12.5 million PS3 units it has sold by announcing the introduction of dynamic in-game advertising on PlayStation 3 in both the UK and the US.

Marketers interested in placing advertisements in games for PS3 or publishers with available in-game space for advertisements are able to engage through advertisement distribution partners, with IGA Worldwide selected as PS3's first partner.

"The PS3 platform is primed to leverage the high growth potential of the in-game advertising market", said Phil Rosenberg, senior vice president, SCEA.

"Ads that are organic to the environment not only benefit developers and advertisers, but also create a richer experience for gamers."

Dynamic adverts are already live on Xbox 360 in a market that's expected to be worth around \$800 million by 2012.

