IGA Expand

Ad Platform to Support Flash

In the highly competitive field of in-game advertising, IGA has just released Radial 2.0, a new in-game ad technology product that aims to cover a much wider range of ad formats by supporting Flash-based games. The upgrade also enables improved targeting and tracking of ads.

According to IGA, the new improved platform will open up a whole new world of advertising opportunity, extending beyond PC-based games and ultimately to mobile and console platforms. Apparently 70% of gamers feel that in-game ads contribute to the reality factor of games, something which IGA are keen to exploit. As well as basic billboard ads (the standard format in the previous version), TV spots and animated 3D objects can be used.

Geo-targeting down to city level is also the order of the day. So for example gamers playing in London would not see adverts promoting businesses in Manchester. Improved tracking controls will monitor static adverts which are hard-coded into the games. A web-based advertising booking system is planned to help advertisers manage their campaigns. The company aims to introduce game publishers to the new system, currently working with around 30 publishers which include Valve Software, Electronic Arts, Codemasters, Atari and Acclaim. Popular game titles include Counterstrike 1.6 (Valve); Battlefield 2142 (EA); Colin McRae Dirt (Codemasters); Race: The Official WTCC Game (Simbin); Test Drive Unlimited (Atari); and 2Moons (Acclaim). The advertisers working with IGA include Orange, Jeep, T-Mobile, Coke, Ben Sherman, FHM, Fox Studios, Red Bull, and Procter & Gamble.

IGA will also be upgrading past titles in order to ensure their in-game ads are still current.