

FOR IMMEDIATE RELEASE

October 12, 2021

APEX Mobile Media tightens its grip on in-game advertising with launch of its new gaming division.

Toronto, ON, | October 12, 2021 APEX Mobile Media, a leader in mobile in-app advertising, has officially launched its new gaming specific solution called APEX Gaming Network (AGN). The new division will focus entirely on helping brands reach and engage audiences gaming in-app, on console, PC, and within live stream environments through its exclusive Canadian partnerships with publishers and technology leaders in the gaming space.

APEX Mobile Media, and AGN CEO/co-founder Walder Amaya is excited to begin this new gaming specific venture, "The time could not be more perfect. We've already been helping brands reach gamers in-app, on console and across the metaverse; but now with AGN we can have a team that is dedicated specifically to this market. We know now that the gaming industry is bigger than music and movies combined, and it's gotten even bigger over the last 20 months and the shift to ad-free subscription based platforms that consumers prefer. This leaves gaming as the new frontier for advertisers to reach desirable audiences and we're going to be there to connect brands with the millions of Canadians spending hours gaming."

Chris Lombardi, APEX Mobile Media, and AGN CEO/co-founder expands on the vision and purpose for AGN, "This new division is all about connecting brands with gamers through memorable ad experiences that get noticed across premium game titles. We're going to achieve this by being present across all gaming channels that gamers of all ages and backgrounds across Canada prefer including mobile, console, live stream environments, and esports. This approach is what makes us the only bespoke solution for all brands looking to connect with gamers using unignorable advertising. The brands who choose AGN as their gaming partner in Canada are going to be the ones winning in today's highly competitive attention economy."

For APEX Mobile Media, AGN represents the continued investment being made into in-game advertising. There are currently 23 million Canadians who identify as gamers, while 20.4 Million are actively playing games on mobile. AGN will help to bridge the gap between brands and the millions of gamers in Canada.

[Learn more](#) about APEX Mobile Media's new in-game advertising division AGN.

[About APEX Mobile Media](#)

APEX Mobile Media is a leading mobile marketing solution company that delivers unparalleled end-to-end digital advertising services to brands and agencies in Canada and specializes in providing brands with a premium and transparent mobile advertising experience.

[About APEX GAMING NETWORK \(AGN\)](#)

AGN is a leading in-game advertising platform that connects brands with the largest number of monthly active users through memorable ad experiences across premium game titles on mobile, console, PC and streaming networks.

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