

FOR IMMEDIATE RELEASE

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APEX Mobile Media expands its in-game visual advertising capabilities.

Toronto, ON, | May 19, 2021 APEX Mobile Media, a leader in mobile in-app advertising, has partnered with Frameplay, a global leader in enabling intrinsic in-game advertising.

APEX Mobile Media President and Co-Founder Chris Lombardi is excited about the new partnership and the next level in-game advertising opportunities it will bring to brands in Canada. “2020 accelerated the pace at which brands are pivoting to a mobile first marketing and advertising strategy. With this new partnership we continue to position ourselves as a leader in new and innovative advertising solutions that put brands in channels where Canadians are spending most of their time. And with 20.4 Million Canadians actively gaming on mobile we know how important it is now more than ever to engage these consumers playing games in new, creative and innovative seamless ways that don’t interrupt the user experience. Together with Frameplay we can deliver on that in a new and unique way.”

“The audiences of the world’s most prominent brands are playing video games, with mobile phones being the primary gaming device. Our recent brand lift studies consistently report these audiences significantly respond favorably to intrinsic in-game advertising, with double-point lifts for all major categories including mobile recognition and purchase intent,” said Scott Linzer, Senior Vice President of Business Development at Frameplay. “We look forward to continuing our partnership with APEX Mobile Media to bring the leading unique and intrinsic mobile in-game advertising solution to brands.”

For APEX Mobile Media, the future of brands is in-game, as Canadians are spending 86 minutes a day and 10 hours a week on mobile gaming making it second only to TV in each when compared to other mediums.

[Learn more](#) about APEX Mobile Media’s new in-game advertising capabilities.

About Frameplay

Frameplay is a global in-game advertising leader headquartered in San Francisco, California with worldwide offices and teams supporting NA, EMEA, LATAM, and APAC. Frameplay enables game developers to easily place impactful advertising intrinsically within video game environments without disrupting the gameplay performance or experience. The result is amplified brand exposure for advertisers, additional revenue for developers, and an enjoyable, uninterrupted experience for gamers. For more information, visit www.frameplay.gg.

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.

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