**Most Gamers Are OK With Ads**

A positive or neutral view of game ads is held by at least 65% of mobile, console and PC gamers, with 6 to 10 minutes of ads every hour being the maximum 39% of gamers want to see, per a Comscore study of US players. More daily in-game reward ads would be welcomed by 55% of players, and the same percentage say their gaming experience is made more realistic with product placements.

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[*https://digiday.com/marketing/in-graphic-detail-gamers-are-warming-up-to-in-game-ads/*](https://digiday.com/marketing/in-graphic-detail-gamers-are-warming-up-to-in-game-ads/)

*Image credit:*

[*https://patch.com/img/cdn20/getty/23099651/20190605/054938/styles/patch\_image/public/gettyimages-1125049826\_\_\_05174716875.jpg*](https://patch.com/img/cdn20/getty/23099651/20190605/054938/styles/patch_image/public/gettyimages-1125049826___05174716875.jpg)