**Marketers Don't Fear Gaming Slowdown; IAB Filling Gaps**

Advertisers and those involved in digital gaming say the leveling off is a natural course correction following pandemic highs and remain bullish on it for engaging young consumers, say panelists at a recent virtual IAB roundtable. One way IAB is shoring up gaming's marketing infrastructure is by updating its in-game ad measurement guidelines, which PepsiCo's Paul Mascali says will "help our internal media teams and agencies feel a little bit more confident in the value we're getting back."

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[*https://www.marketingdive.com/news/marketers-video-game-advertising-measurement/629896/*](https://www.marketingdive.com/news/marketers-video-game-advertising-measurement/629896/)

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