**In-Game Mobile Ads Gain Favor Among Marketers**

Advertising within mobile games will reach $136 billion this year, up from $120 billion in 2021, representing more than 60% of global in-game ad spending, reports IDC and app analytics platform data.ai. Research also indicates that most gamers are OK with ads when they receive free services and content in exchange for viewing them.

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[***https://martech.org/mobile-leads-growth-in-the-expanding-in-game-advertising-industry/***](https://martech.org/mobile-leads-growth-in-the-expanding-in-game-advertising-industry/)

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