**Simulmedia Tests In-Game Ad Platform**

Demand-side platform Simulmedia is trialing its video game ad platform PlayerWon with 25 brands for placement within Hi-Rez Studios' Smite and other free console and PC games. As part of one test, Dave & Buster's Pete Thornfield says the brand is seeing a view-to-completion rate above 95% for a campaign that launched in early June.

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[*https://www.mediapost.com/publications/article/365553/simulmedia-uses-video-game-ad-platform-playerwon-t.html?edition=123164*](https://www.mediapost.com/publications/article/365553/simulmedia-uses-video-game-ad-platform-playerwon-t.html?edition=123164)