**Brands Have Opportunity To Level Up In-Game Advertising**

While two out of every three Americans play video games, a new IAB survey, conducted in partnership with MediaScience, revealed that less than 5% of advertising budgets are earmarked for gaming. The IAB report also counters several misconceptions, such as in-game advertising being difficult to measure, and IAB's Jack Koch, senior vice president, Research & Insights adds, "As the misperceptions dissipate, we expect spending on in-game advertising will begin to catch up to the opportunity."

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[*https://www.mediapost.com/publications/article/383186/in-game-advertising-underused-due-to-misperception.html*](https://www.mediapost.com/publications/article/383186/in-game-advertising-underused-due-to-misperception.html)

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[*https://i1.wp.com/collegecandy.com/wp-content/uploads/2021/08/15E752CF-FC96-4317-8420-206C021DD256-scaled.jpeg?ssl=1*](https://i1.wp.com/collegecandy.com/wp-content/uploads/2021/08/15E752CF-FC96-4317-8420-206C021DD256-scaled.jpeg?ssl=1)