**Meta Launches In-Game Ad Format**

Meta Audience Network is rolling out rewarded interstitial ads that are placed in gameplay moments when rewards are typically given. Viewers receive rewards for viewing the entire video ad or have the option of opting out after five seconds and forgo rewards.

***Adweek 9/14/22***

[*https://www.adweek.com/programmatic/meta-audience-network-debuts-rewarded-interstitial-ads/*](https://www.adweek.com/programmatic/meta-audience-network-debuts-rewarded-interstitial-ads/)

*Image credit:*

[*https://i2.wp.com/venturebeat.com/wp-content/uploads/2022/08/meta-audience-network.jpg*](https://i2.wp.com/venturebeat.com/wp-content/uploads/2022/08/meta-audience-network.jpg)