

GAMING AD FORMATS FRAMEWORK

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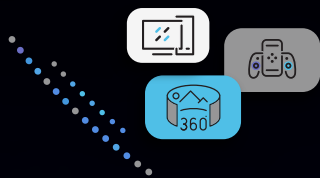
84% of internet users in the US between the ages of 16 and 64 can be defined as gamers (GWI, 2024). In younger generations this is even more pronounced, with 90-95% of Gen Z and Gen Alpha identifying as gamers (Newzoo, 2024). Brands are increasingly turning to gaming not only to find their audiences but connect with them in new ways. As such, it has become increasingly important that advertisers are able to conceptualize and understand the breadth of advertising experiences available to them in gaming and how they align with experiences in other advertising channels. That is why we worked with leaders across the industry to create the IAB Gaming Ad Formats Framework. This document outlines the various ad formats available in gaming and categorizes them by media type. For more information about the definition and creative execution of ads in games, please refer to IAB's [Creative Guidelines and Best Practices](#) document.

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	DISPLAY	VIDEO	AUDIO
Adjacent	✓		
In-stream Alternatives*		✓	
In-Stream		✓	
Interstitial	✓		✓
Intrinsic In-Game	✓	✓	✓
Livestream		✓	
Rewarded	✓	✓	✓
Sponsorship	✓	✓	

***Video Alternatives include:** Accompanying Content (AC), Between Content (BC) and No Content (NC). For more information on these video formats, please refer here:

[Exploring Video Ad Alternatives](#)



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	CUSTOM
Branded Games	✓
Branded World	✓
Digital Goods/UGC	✓
Integrations	✓
Livestream/Social	✓
Playables	✓
Skins/Logos	✓
Sponsorship	✓