



Rewarded Video  
Media Kit

**AYE Y STUDIOS**  
**2024**

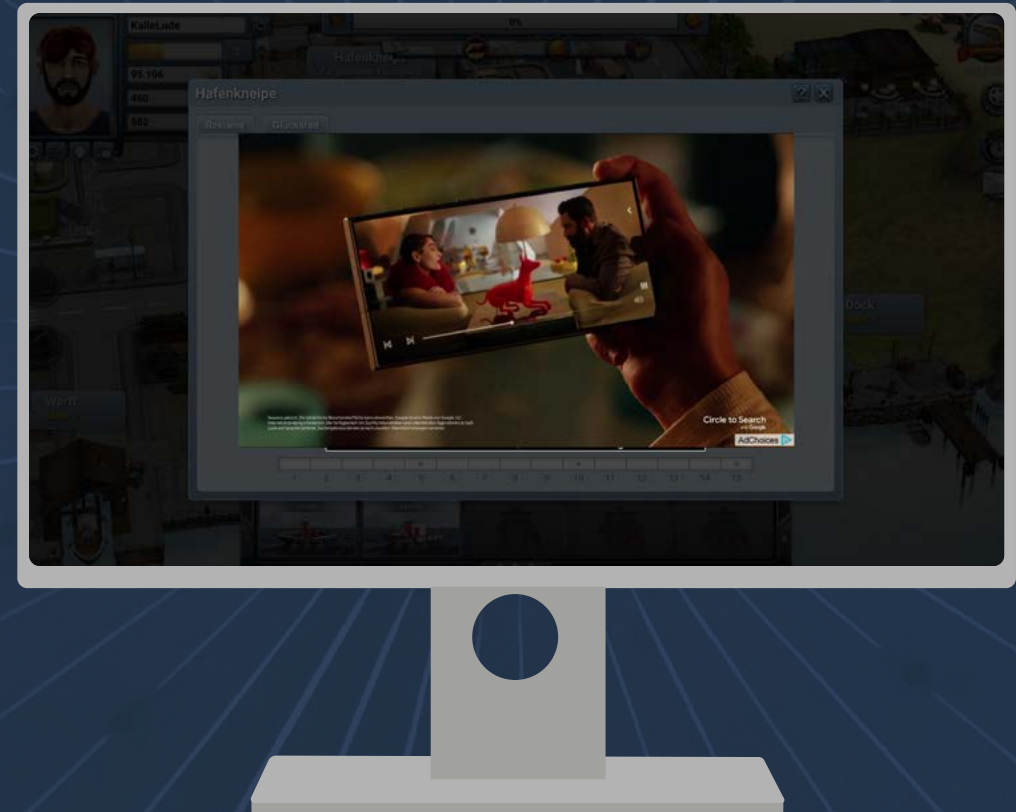
# What is rewarded video?

## *How it works*

Rewarded Video is a user-initiated ad format which provides many integration possibilities. The video captures the full attention, rewarding users after an uninterrupted completion.

## *Quick facts*

- 15-30 sec. video duration
- user-initiated video (no autoplay)
- plays with sound on
- only non-skippable ads
- available for web & pc games
- prebid (client side) or VAST integration







# *ayeT-Studios'* key stats

**100K +**  
**DAUs**

**110 Mio +**  
**Ad Requests**

**3,35 Mio**  
**MAUS**

**90.4 %**  
**Completed Views**

**20 +**  
**Rewarded Video  
Publishers**

Data from Jan 2024

# Audience Profile

## Gender Distribution



32%



68%

## Age Profile



35+

## Educational Level



higher education

## Interests



*video games*



*movies*



*sports*

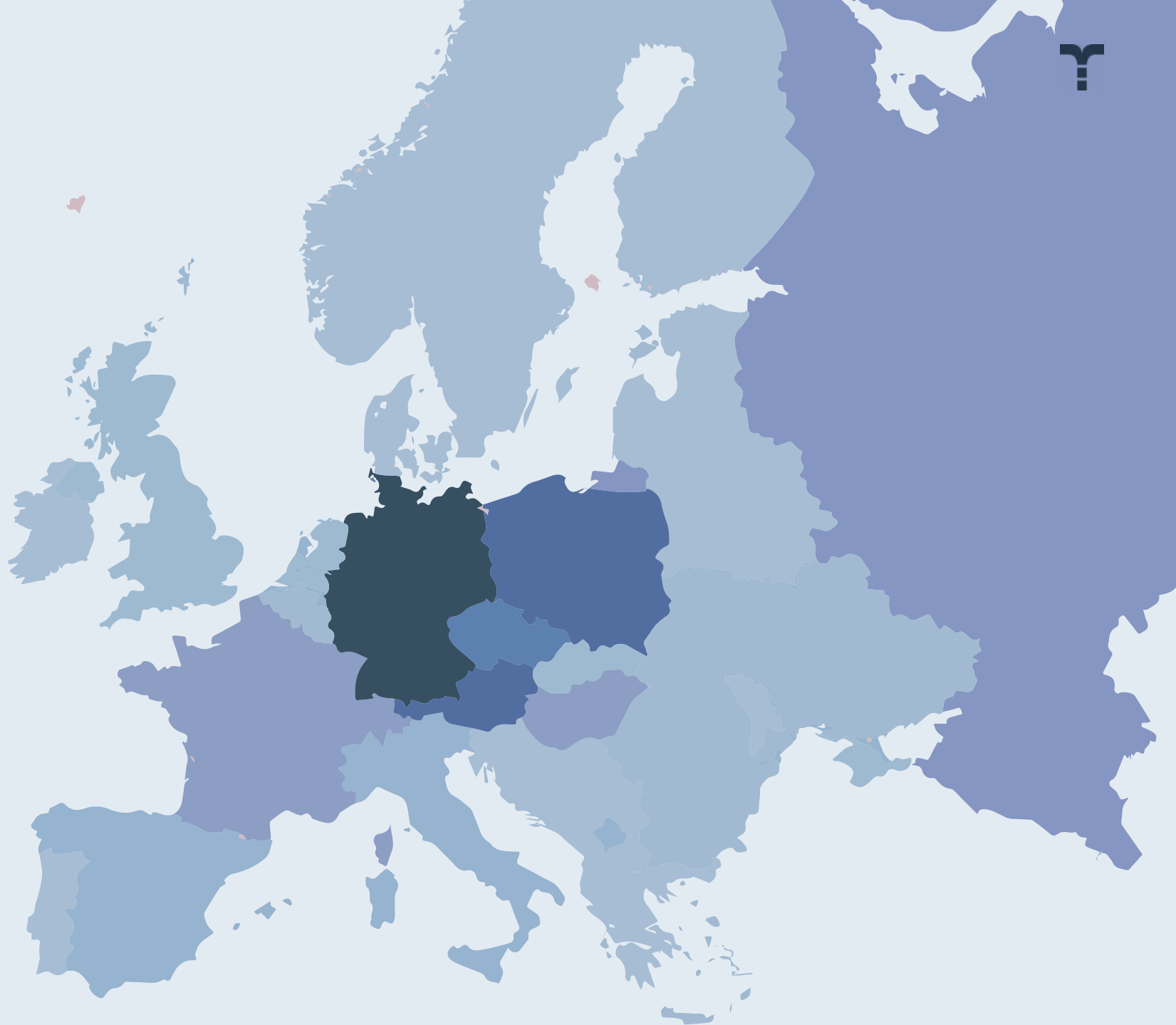


*family activities*

# Top 10 *countries*

## *Europe*

1. Germany
2. Poland
3. Austria
4. Czech Republic
5. Russia
6. Switzerland
7. France
8. Hungary
9. Italy
10. Spain





# Top **3** *countries*

*North America*

- 1. USA
- 2. Canada
- 3. Mexico



# Top **10** *countries*

## *South America*

1. Brazil
2. Colombia
3. Argentina
4. Peru
5. Venezuela
6. Ecuador
7. Bolivia
8. Uruguay
9. Chile
10. Paraguay

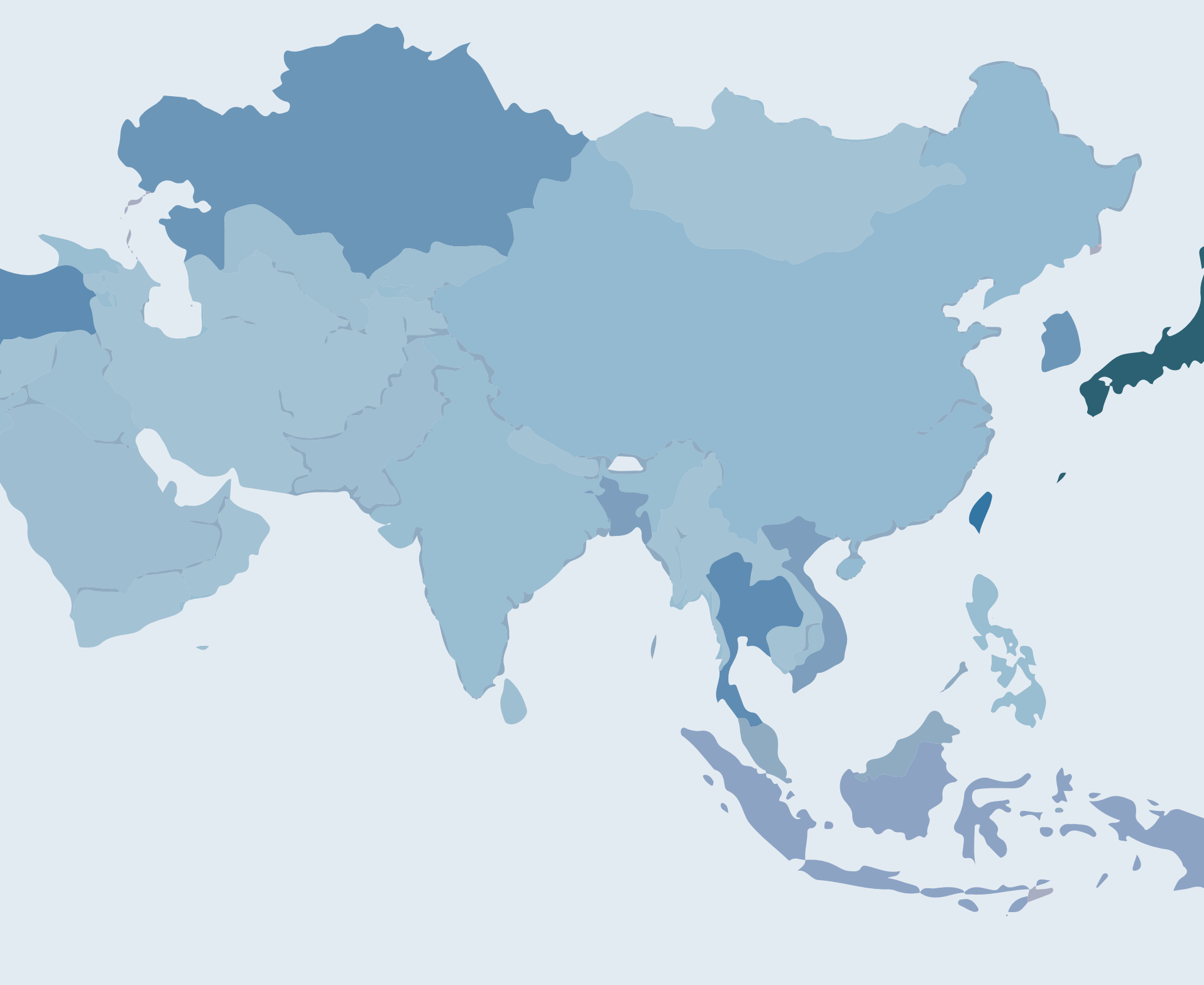




# Top 8 *countries*

*Asia*

1. Japan
2. Thailand
3. South Korea
4. Turkey
5. Kazakhstan
6. Vietnam
7. Taiwan
8. Indonesia





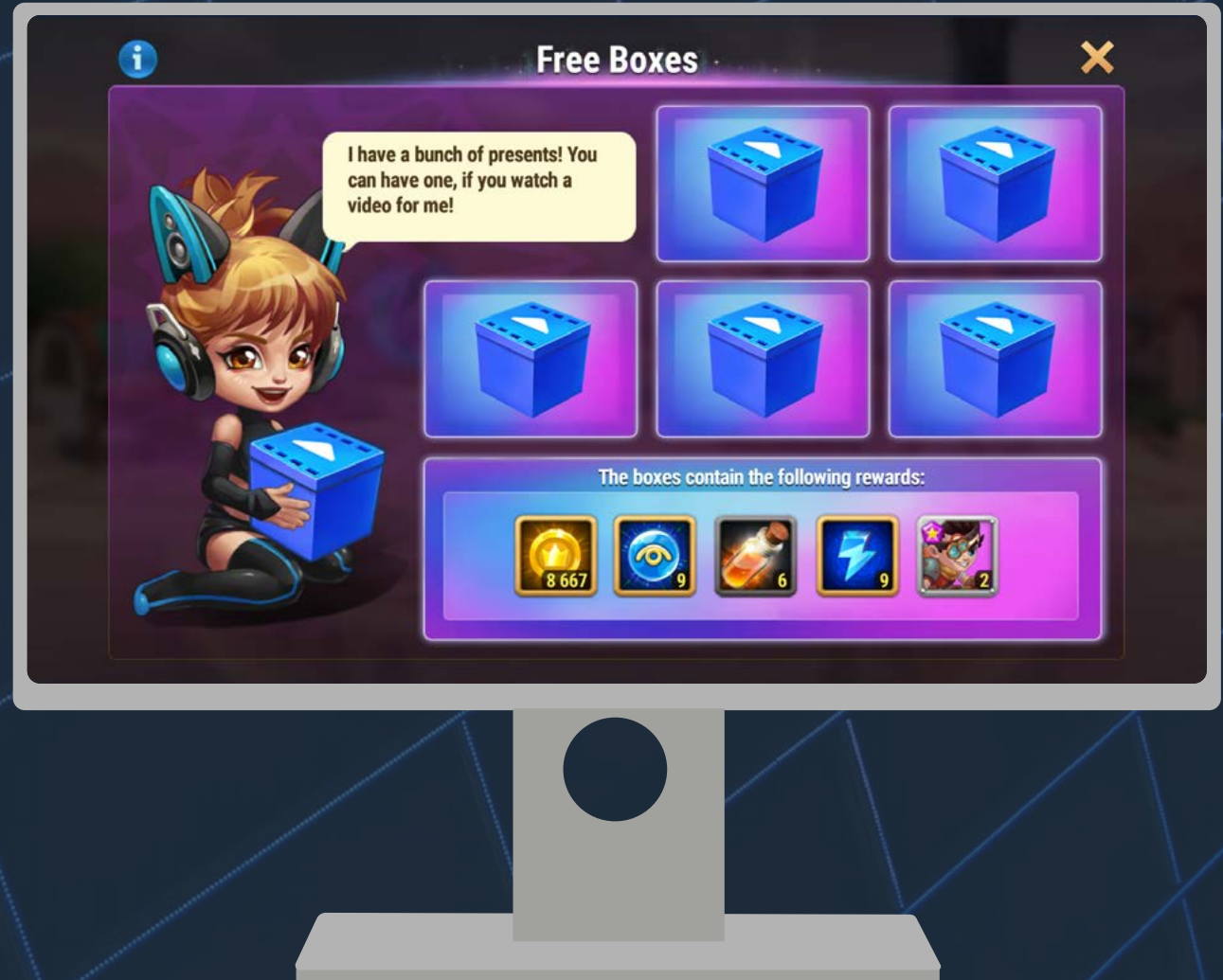
# Integration *Examples*

## ***Daily Login Bonus***

A Rewarded Video daily login bonus is one of the most common integrations.

How it works?

You put a rewarded video prompt on one of the main screens in the game or right at the start of the session. The player can watch an ad as is rewarded upon successful completion.







## *Idle Screen Integration*

The rewarded video button is strategically placed in idle screens e.g. between levels, on loading screens, pre-game lobbies.

The player is motivated to earn something extra while he waits or prepares for the next challenge. Another similar integration is to reduce countdowns between levels.



# ayeT's *demand* partners

 amplify

152HB

 mobupps

MOTHERSHIP  
TALENTS

 IMPROVE DIGITAL

 PubMatic

Magnite

 triplelift

smaato

richAudience

**UNRULY**

APACDEX



# ayeT's *supply* partners



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