

# INTHEGAME

## Flexible Monetization

Established in 2017, INTHEGAME is a leading monetization solution for deploying dynamic ad units and viewer experiences for in-stream overlays for all major platforms. ITG’s solution for **in-content advertising**, is a cross-platform technology specifically designed for streaming applications, enabling the addition of dynamic ad units and video objects over all CTVs, mobile and web devices through simple scripts. It enables control of video resizing, positioning, animation and layout with complete design flexibility. In addition, ITG’s solution includes out-of-the-box templates for **L-bands, Shoppable ads, Pause ads, Polls, Quizzes and more.**

### Supported Platforms:

**Roku**   **androidtv**   **SAMSUNG**   **Hisense**   **android**   **VIZIO**   **Apple tv**   **firetv**   **Apple iOS**   **tvOS**   **LG**



### Dynamic Squeeze-back Ads

Experience the power of dynamic squeeze-backs on CTVs. Precisely customize size and position to create compelling dynamic or interactive ads, enhancing audience engagement and brand recall.

### Split Screen Ads

Viewers stay tuned as the main screen plays uninterrupted, while an engaging video ad unit plays side by side. Decrease audience drop off during ad breaks utilizing ITG technology, **compatible with programmatic video ads(VAST)** and direct campaigns.

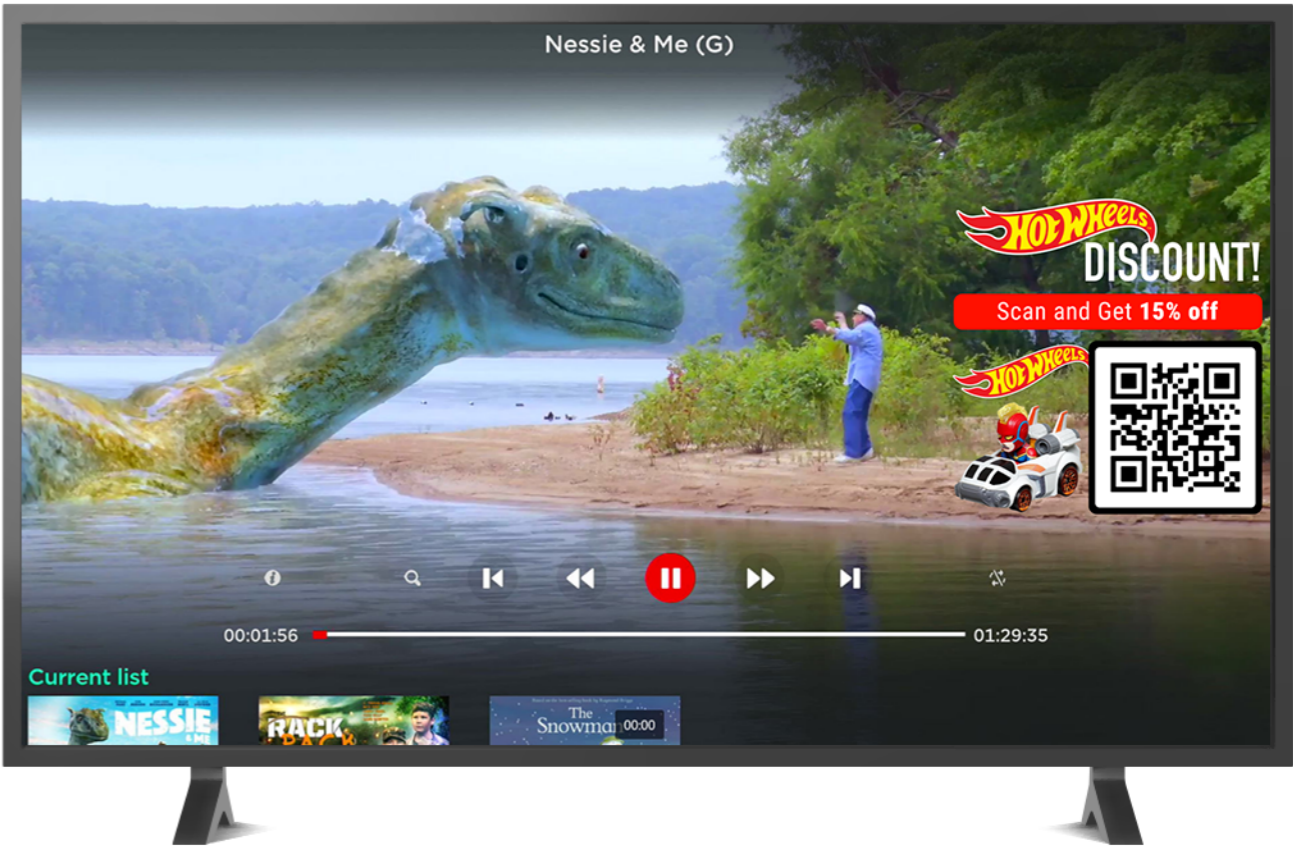


### Shoppable Ads

Enjoy uninterrupted viewing as your main screen condenses, unveiling a range of relevant products, special offers and coupons with an option to add QR codes for instant purchases.

# Pause Ads

Transform the standard **pause** into advertising moments with ITG's pause ads feature; an effective way to display memorable creatives whenever a user hits pause, which smoothly vanishes upon resumption of the video.



# Overlay Ads

Boost brand recognition and increase awareness with customized Overlay Ads designed to specifically target the most relevant, engaged viewers, and significantly enhance brand effectiveness.

# Animation-Powered Promotions

Enrich your streams with ITG's innovative animations. Seamlessly integrate dynamic creatives to boost brand impact and unique viewer experiences.



Creating memorable viewing experiences for gaining **higher brand recognition**



Premium additional real estate, **on top of the conventional ad**



Advanced geo-targeting, frequency capping for **optimal targeting accuracy**

Super easy integration and a user-friendly interface make ITG a powerful solution for streaming apps across a wide range of platforms, including Roku, Android TV, Fire TV, and others

