



# Advertising trend of global popular game publishers in Q1, 2019

Resource: ZingFront



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With the help of the largest advertising intelligence analysis tool around the world, ZingFront's data team now presents you the advertising trend of global popular game publishers in Q1, 2019.

We collect advertising data worldwide by sampling. It has accumulated over 500 million pieces of advertising data, with up to one million pieces of advertising data updated every day. With such a massive amount of data, we can gain insight into the general trend of the advertising industry.

ZingFront has not carried out any data exchange with any channel or third-party platform, and all data comes from self-sampling.

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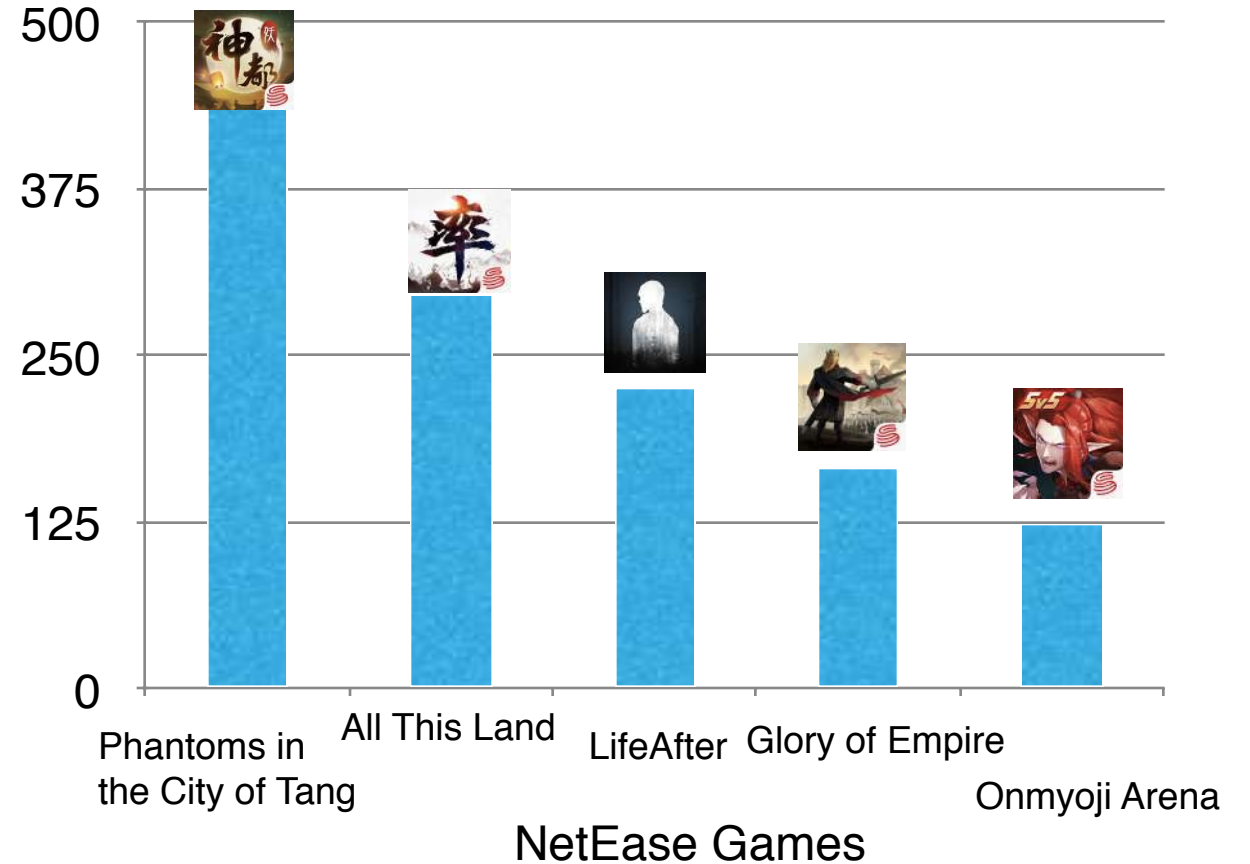
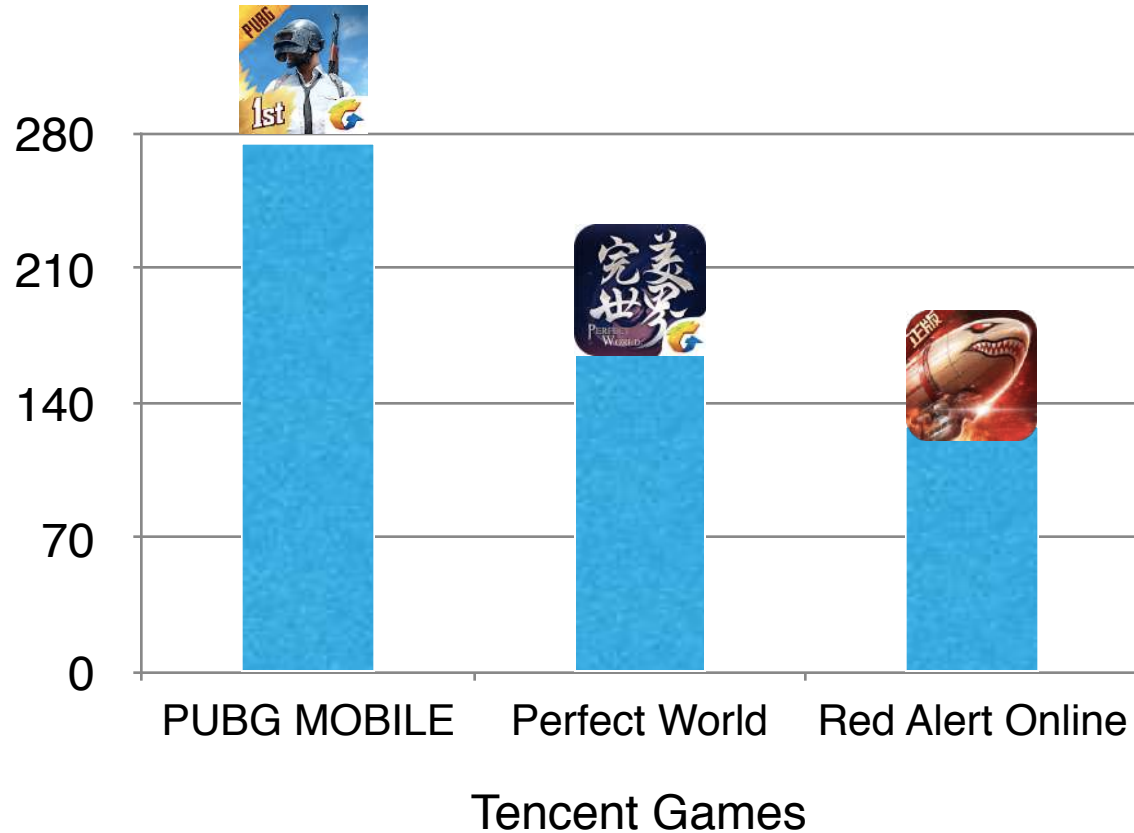
# CHINA

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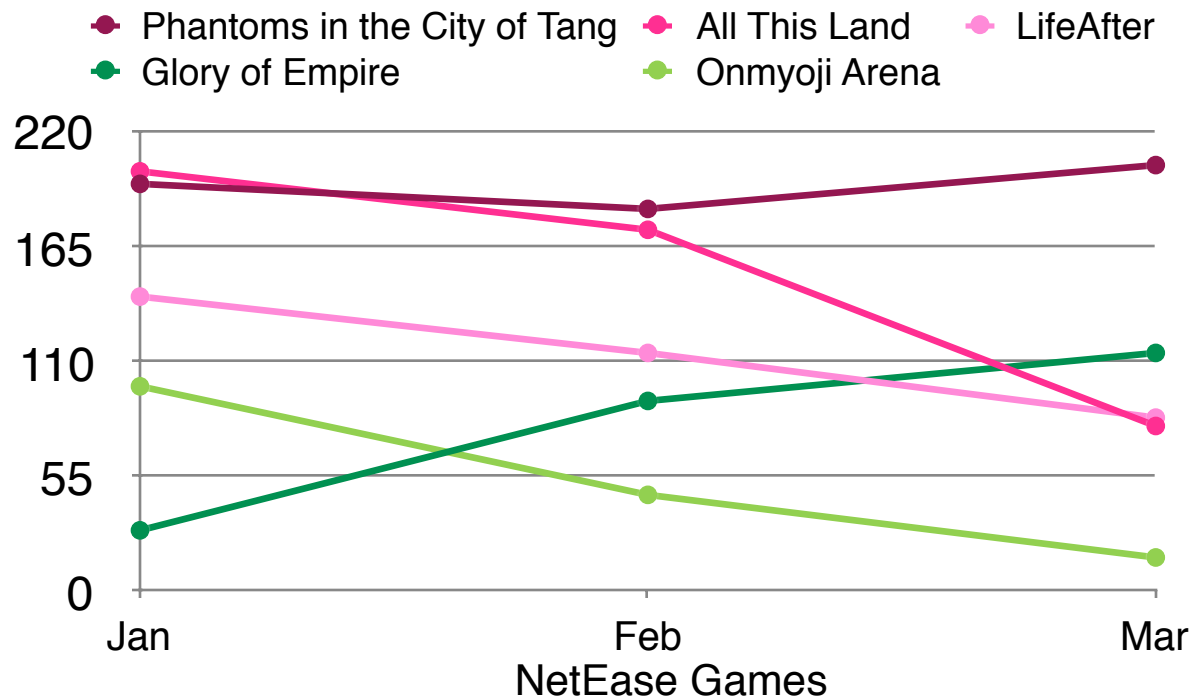
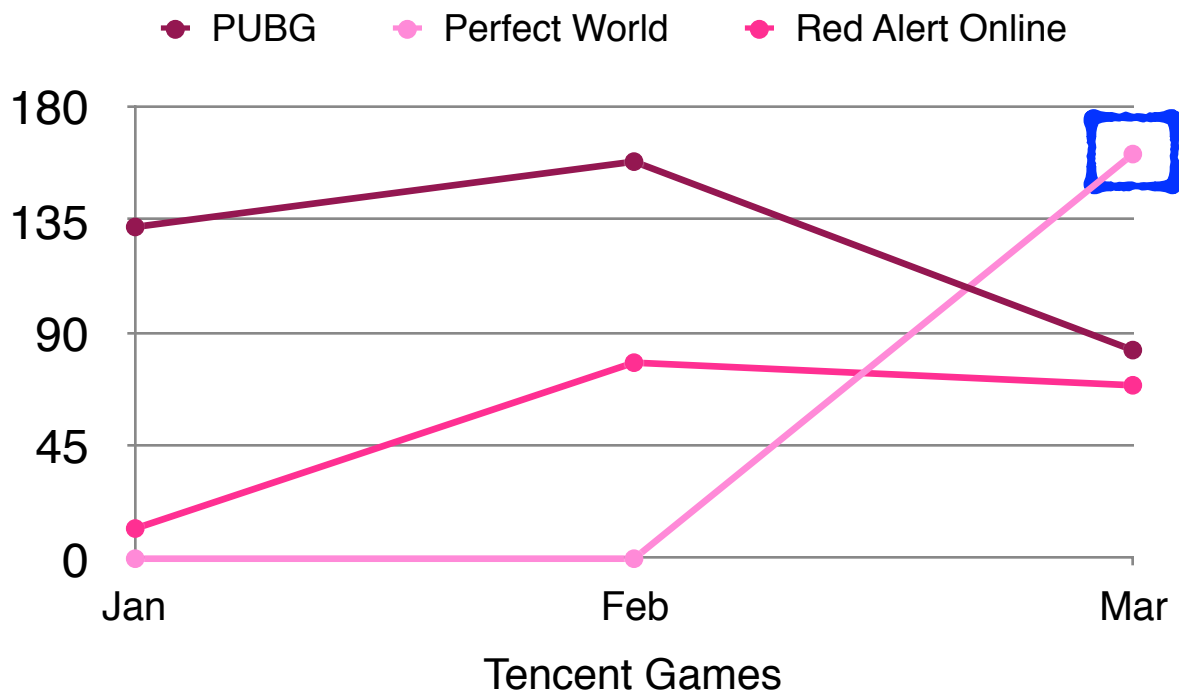


# Creative advertising trend - Q1



- According to the overall creative material data of Q1 (**deduplication**) provided by ZingFront:
- The game with the most creative materials of Tencent is still **PUBG MOBILE**;
- **Phantoms in the City of Tang** launched by NetEase had the largest creative material quantity.

# Creative advertising trend - monthly data



- According to the monthly creative material data of Q1 (**deduplication**) provided by ZingFront:
- **“Perfect World”**, co-developed by Tencent and PERFECT WORLD GAMES, was vigorously promoted after being published in March and ranked first that month in terms of material number.
- **“Red Alert Online”**, launched in Q4 last year saw a considerable increase in material quantity in February and a slight drop in March.
- Three games of NetEase witnesses a drop in creative material quantity; **Glory of Empire** saw a remarkable rise; Phantoms in the City of Tang that ranked top 1 remained stable.



PUBG MOBILE

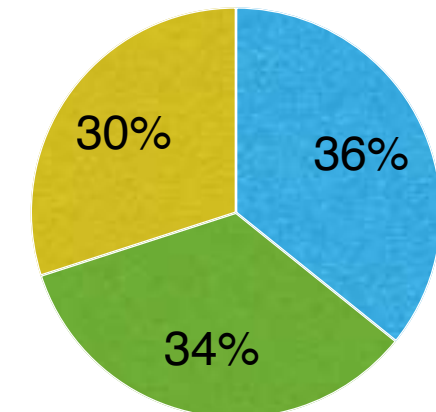
- Launch Days: Over 300
- Creative Quantity : Beyond 1,600
- Total Displays : 700M.
- Main Published Channels of Q1: Facebook, Google Adwords and Audience Network etc.

## • Quality case

- Type: image
- Network: Google Adwords
- Duration: 162 days
- Impression Estimate: 56M
- Main Countries: China, North America, Southeast Asia, UK, Australia, etc.



The proportion of creative types



● HTML ● image ● Video



Phantoms in the City of Tang

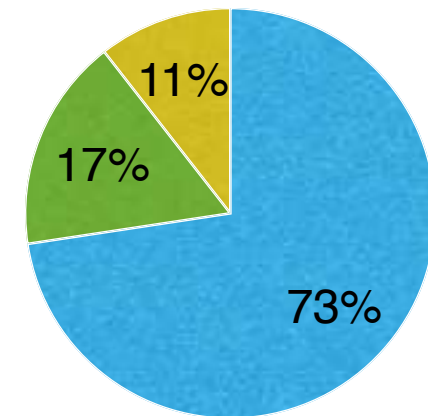
- Launch Days: Over 170
- Creative Quantity : Nearly 1,000
- Total Displays : Beyond 100M .
- Main Published Channels of Q1: AppLovin, UnityAds, NetEase, Youku, Tik Tok and Toutiao etc.
- Main Type of The Creative Material: Video

## • Quality case

- Type: Video
- Network: Applovin
- Duration: 146 days
- Impression Estimate: 5M



The proportion of creative types



● Video ● HTML ● image



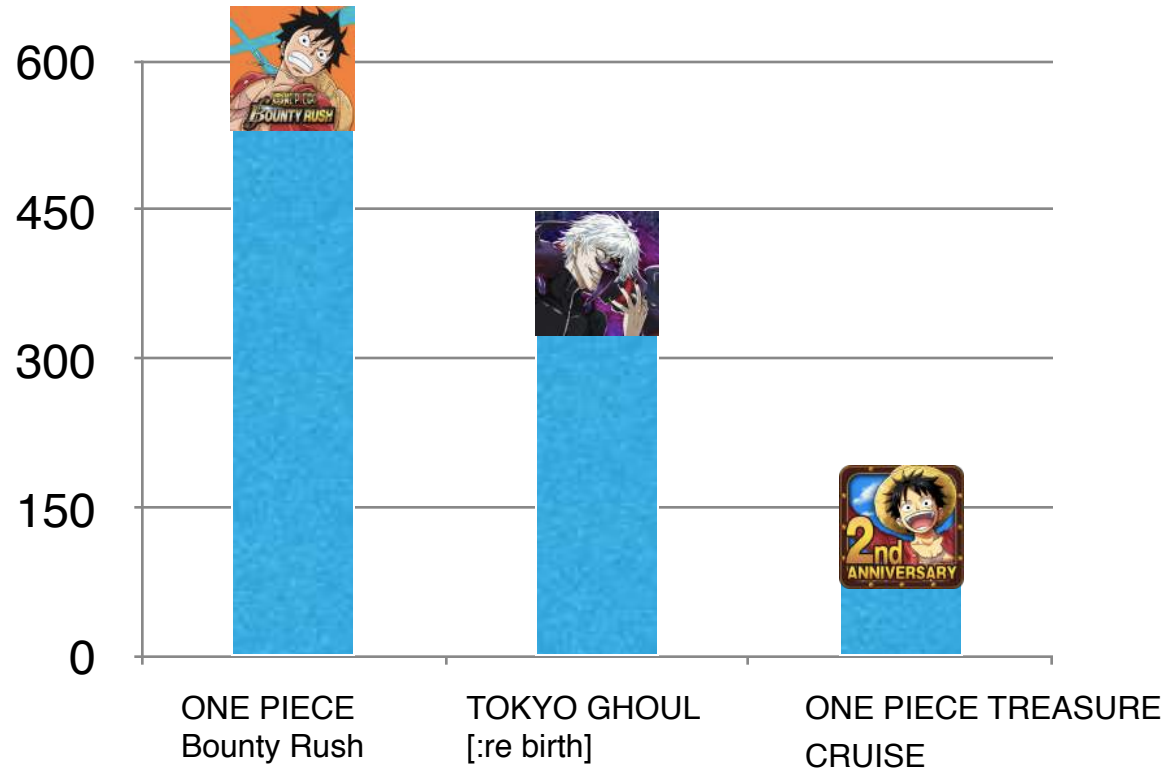
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# JAPAN

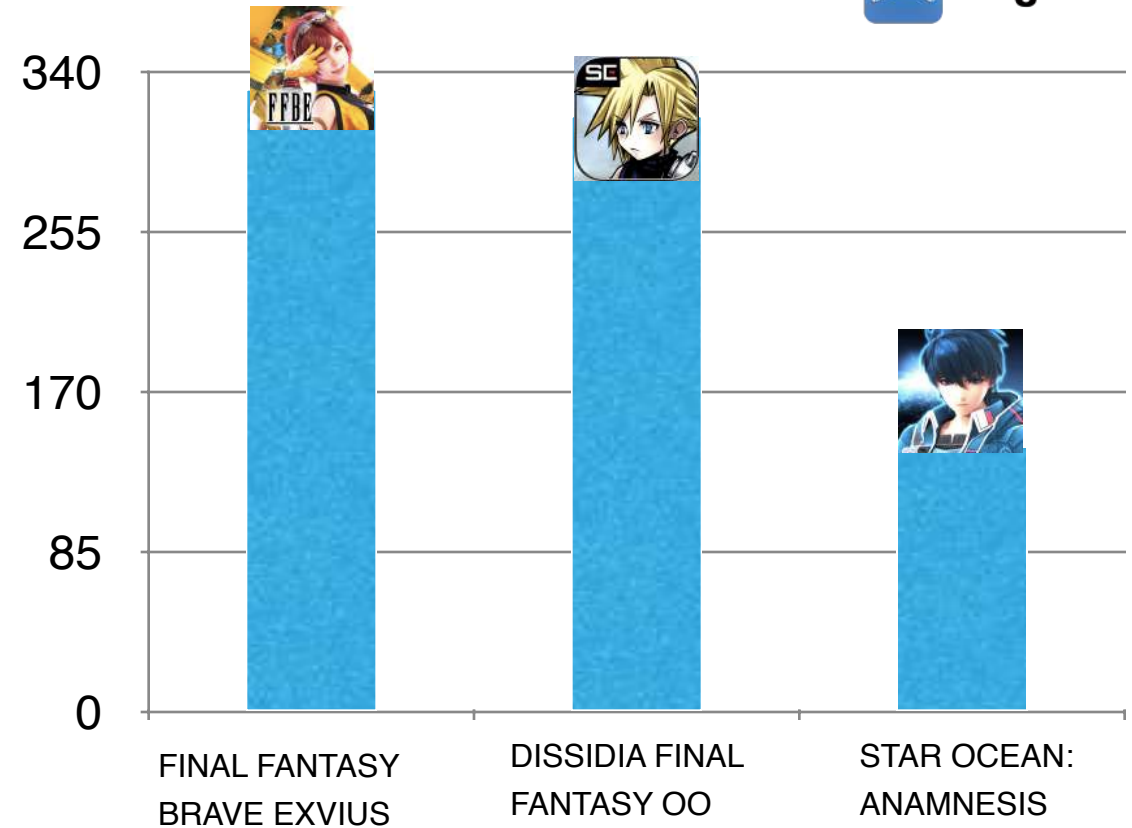
Resource: ZingFront

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## Creative advertising trend - Q1



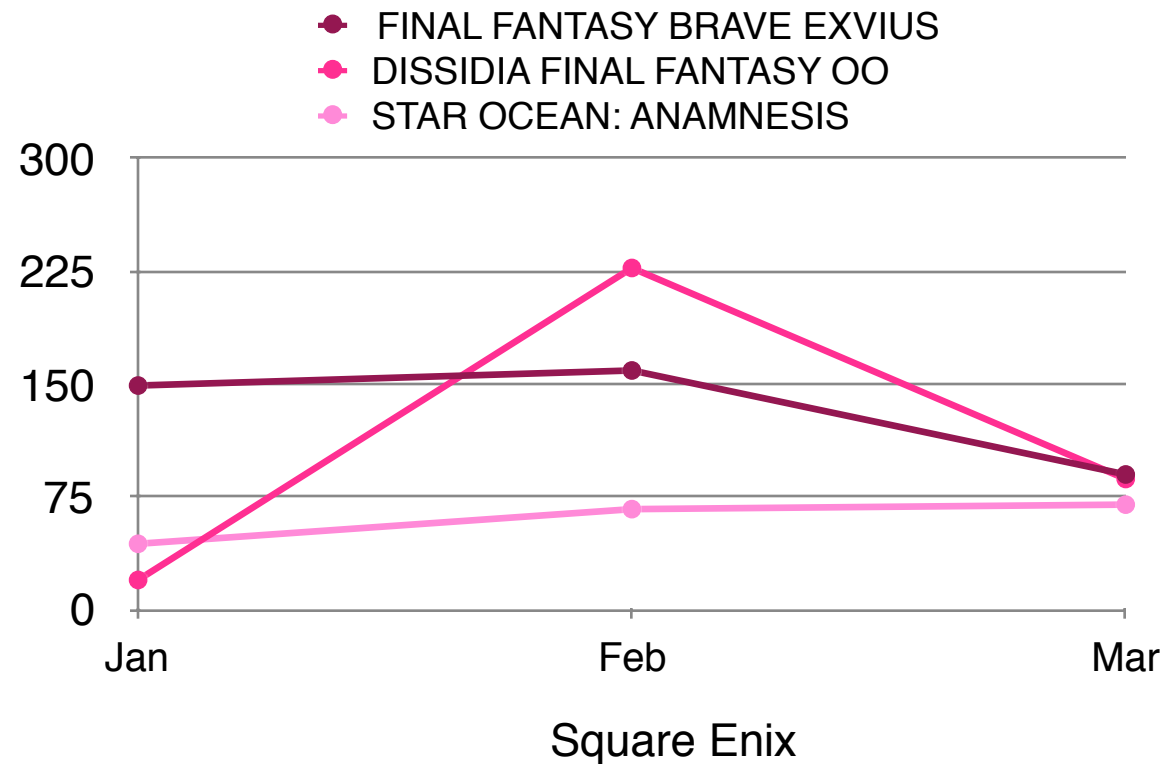
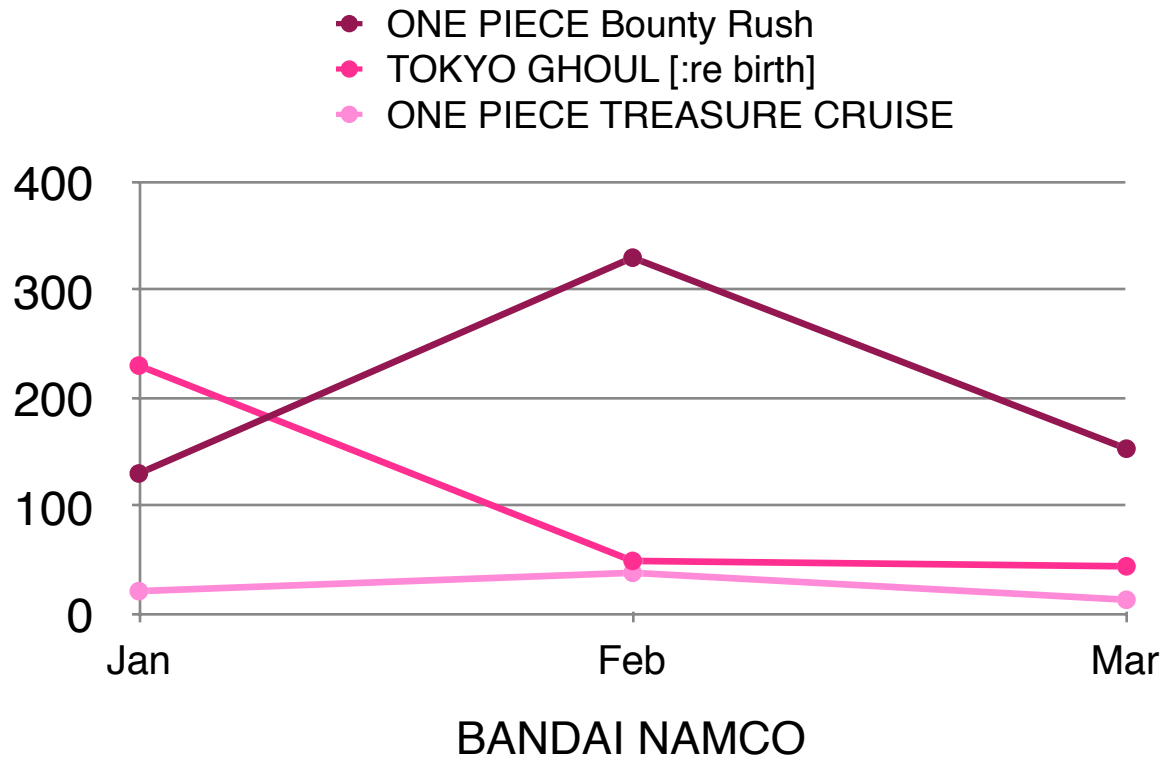
BANDAI NAMCO



Square Enix

- According to the overall creative material data of Q1 (**deduplication**) provided by ZingFront:
- **One Piece Bounty Rush** was the advertisement with the highest overall creative material quantity of BANDAI NAMCO;
- Square Enix, good at RPG games, saw **FINAL FANTASY BRAVE EXVIUS** reach the largest creative material quantity in Q1.

# Creative advertising trend - monthly data



- According to the monthly creative material data of Q1 (**deduplication**) provided by ZingFront:
- The new game of BANDAI NAMCO “One Piece Bounty Rush” saw a **remarkable rise** in February;
- The number of creative materials of DISSIDIA FINAL FANTASY OO by Square Enix has changed **significantly**.

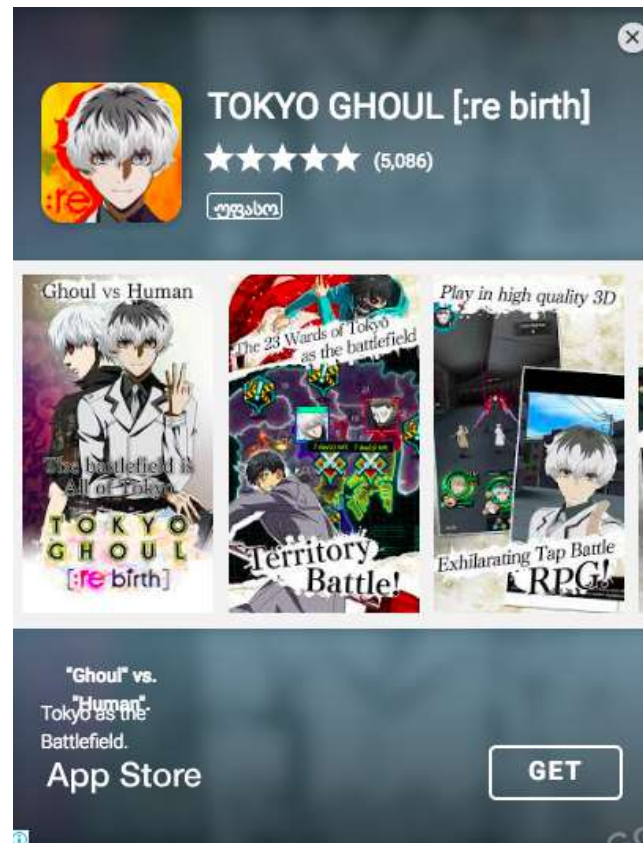


TOKYO GHOUL [:re birth]

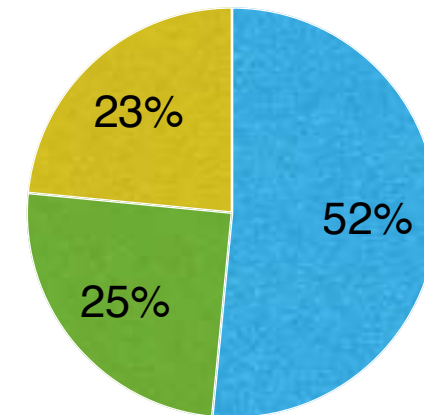
- Launch Days: Over 120
- Creative Quantity : Nearly 5,000
- Total Displays : More than 145M .
- Main Published Channels of Q1: Google Adwords and Audience Network etc.
- Main Type of The Creative Material: Html

## • Quality case

- Type: Html
- Network: Google Adwords
- Duration: 38 days
- Impression Estimate: 494K
- Main Countries: Romania, Laos, India, North America, etc.



The proportion of creative types



● HTML ● image ● Video





FINAL FANTASY  
BRAVE EXVIUS

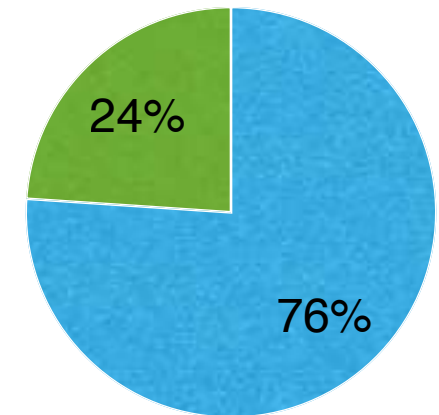
- Launch Days: Over 1000
- Creative Quantity : Beyond 1,600
- Total Displays : Over 88M .
- Main Published Channels of Q1: Facebook, Audience Network, UnityAds and AppLovin etc.
- Main Type of The Creative Material: Video

## • Quality case

- Type: Video
- Network: AppLovin
- Duration: 12 days
- Impression Estimate: 369K



The proportion of creative types



● Video ● image

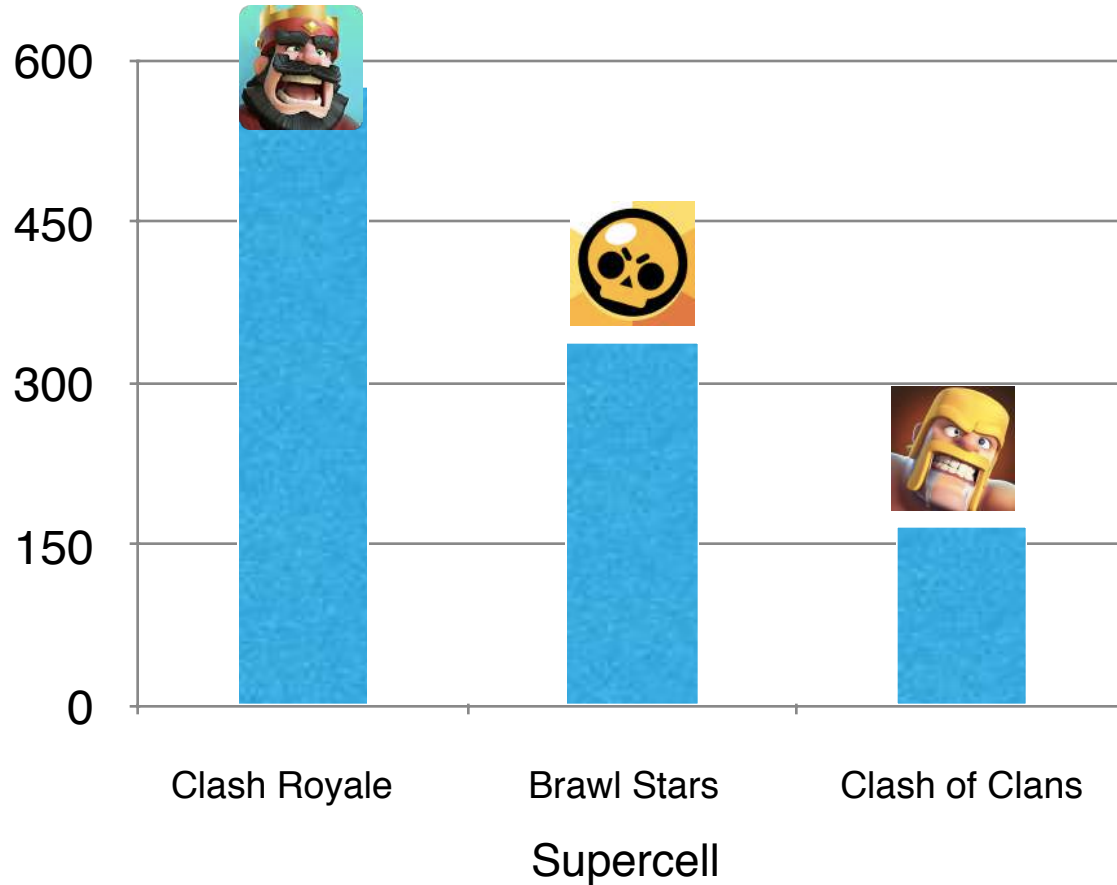
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# EUROPE & AMERICA

Resource: ZingFront

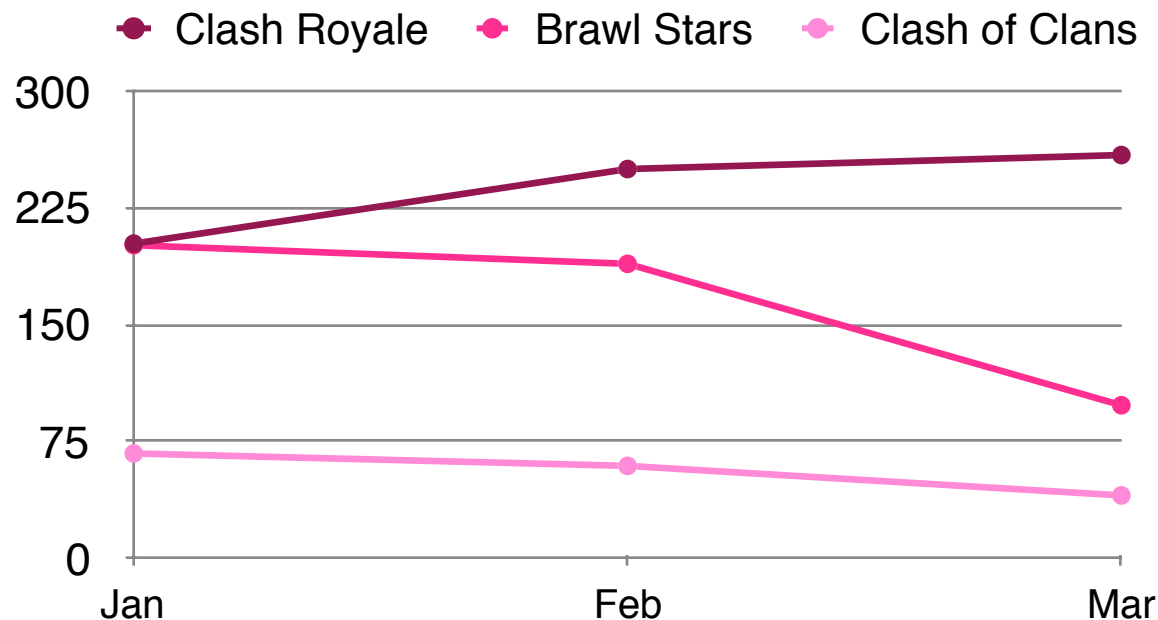
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## Creative advertising trend - Q1



- According to the overall creative material data of Q1 (**deduplication**) provided by ZingFront:
- The classic game **Clash Royale** by Supercell performed quite well in Q1;
- Zynga as a social game company, the number of creative materials of it's products is significantly **higher** than other companies.

## Creative advertising trend - monthly data



Supercell



Zynga

- According to the monthly creative material data of Q1 (**deduplication**) provided by ZingFront:
- **Clash Royale** that was launched years ago performed well in Q1 this year, and its creative material quantity steadily increased;
- **Gin Rummy Plus** of Zynga witnesses its creative material quantity remarkably decrease in February and rise in March. Its rest two products show a rising trend overall.





Brawl Stars

- Launch Days: Over 600
- Creative Quantity & Total Displays : Perfect Well
- Main Published Channels of Q1: Google Adwords, AppLovin and Facebook etc.
- Main Type of The Creative Material: Abundant

- **Quality case**

- Type: image
- Duration: 20days
- Impression Estimate: 6M
- Main Countries: Malaysia, UK, Australia, North America, etc.



- **Quality case**

- Type: Video
- Duration: 91 days
- Impression Estimate: 3M
- Main Countries: Indonesia, Thailand, Japan, Central Africa, Luxembourg, etc.

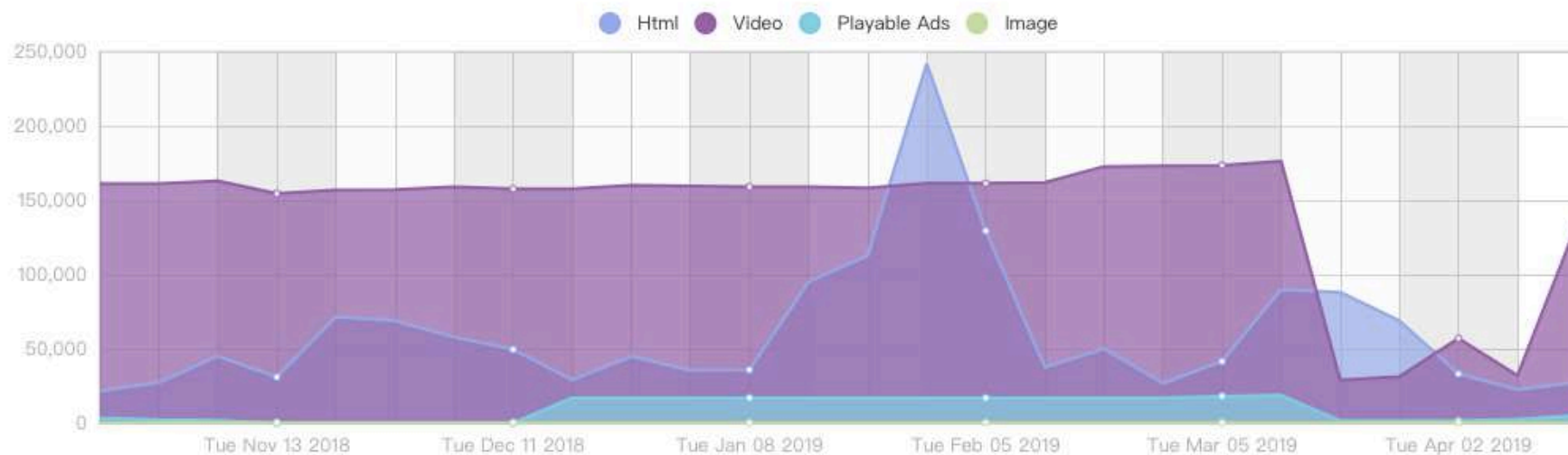


Gin Rummy Plus -  
Card Game



## Quality case

- Launch Days: Over 1,000
- Creative Quantity : Beyond 2,000
- Total Displays : Nearly 400M .
- Main Published Channels of Q1: Facebook, Google Adwords, UnityAds, AppLovin, Vungle and Audience Network etc.
- Main Type of The Creative Material: Video & Playable



Creative inventory trend of Q1

Note: Estimate by the amount of impression

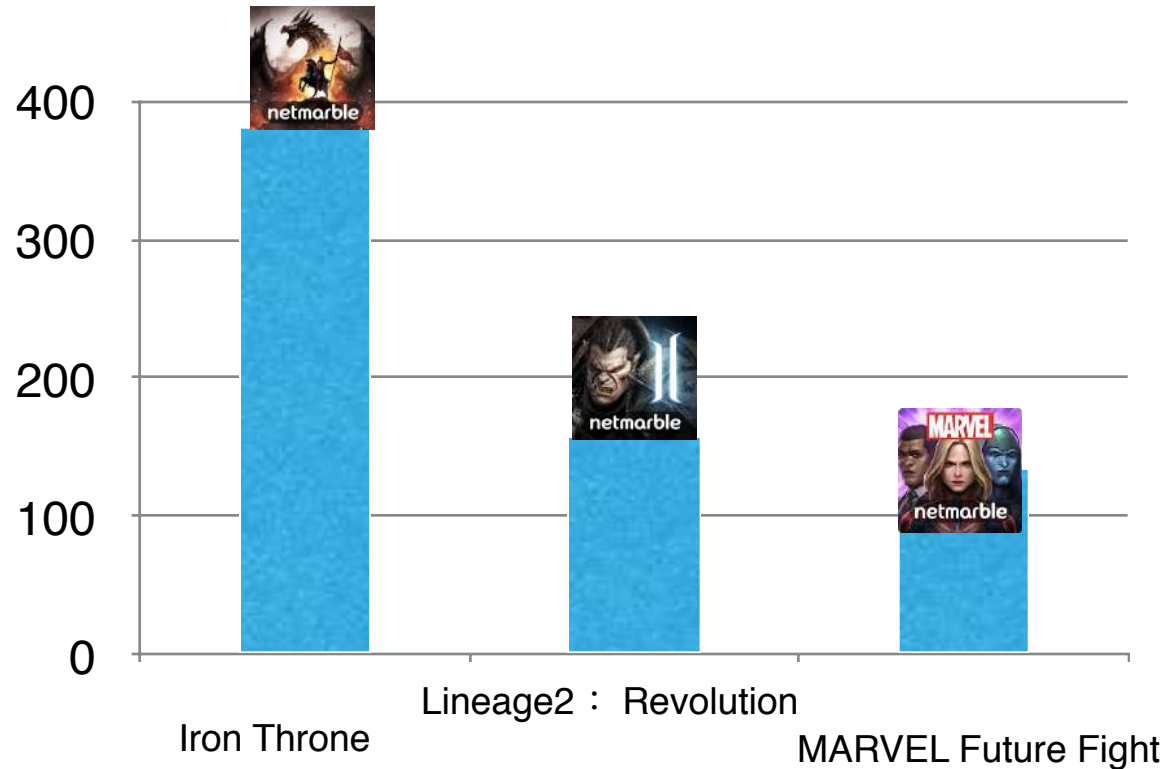
<http://www.zingfront.com>



# SOUTH KOREA

Resource: ZingFront

## Creative advertising trend - Q1



Netmarble

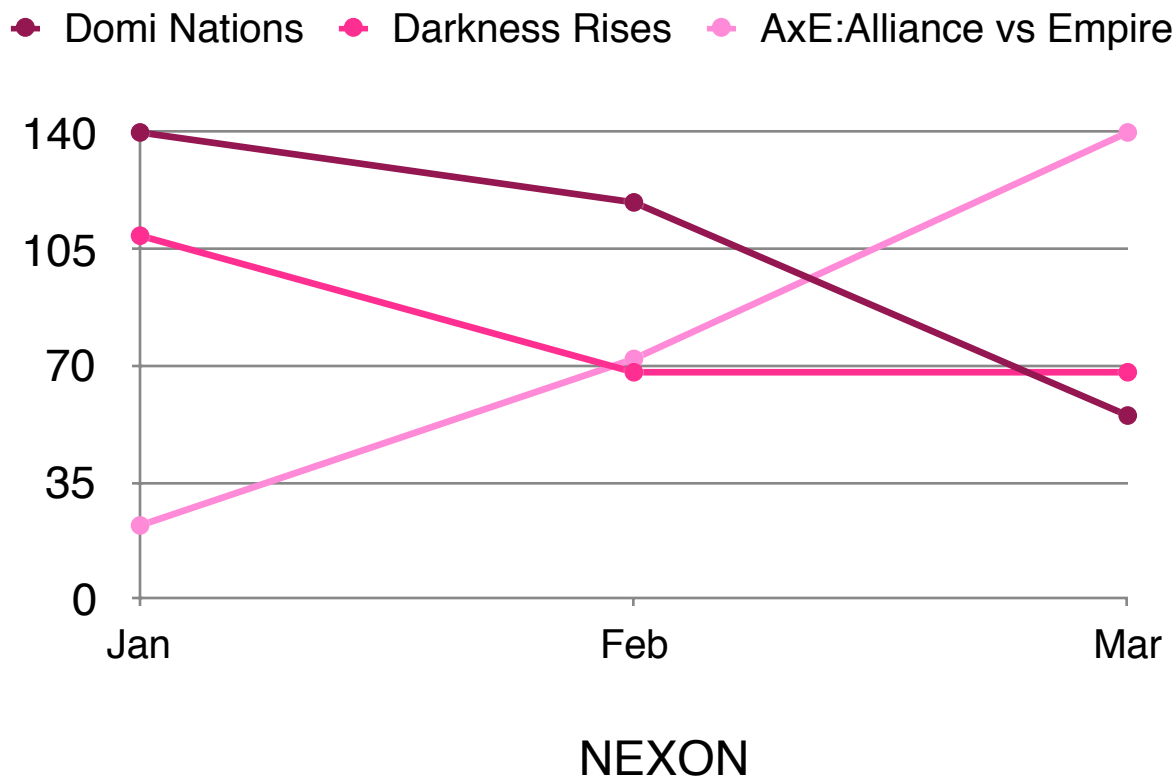
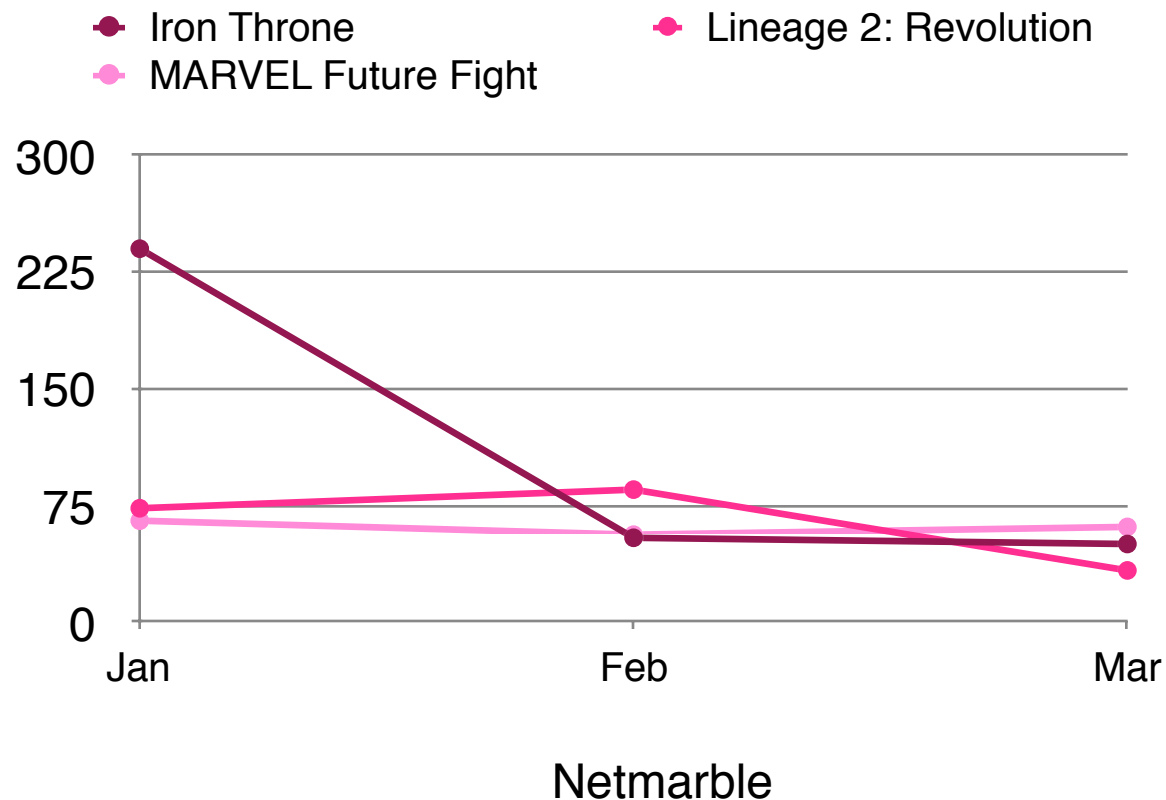


NEXON

- According to the overall creative material data of Q1 (**deduplication**) provided by ZingFront:
- Net Marble's **Iron Throne** that was released last year had the largest creative material quantity;
- NEXON, a hit recently, saw **no big difference** among its top products in Q1. But it is unknown whether more market performance changes may occur as the acquisition is advanced.



## Creative advertising trend - monthly data



- According to the monthly creative material data of Q1 (**deduplication**) provided by ZingFront:
- The amount of creative material in Netmarble's games has **dropped** significantly;
- **AxE: Alliance vs Empire** by NEXON had its advertising amount constantly **increased**.

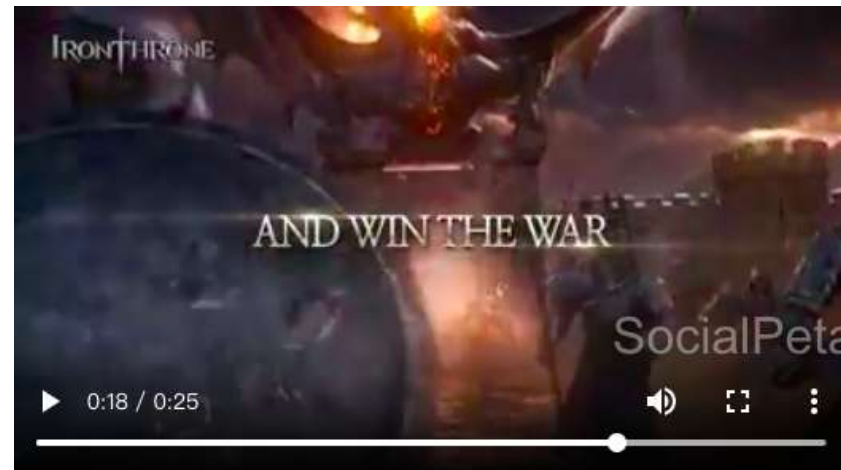


Iron Throne

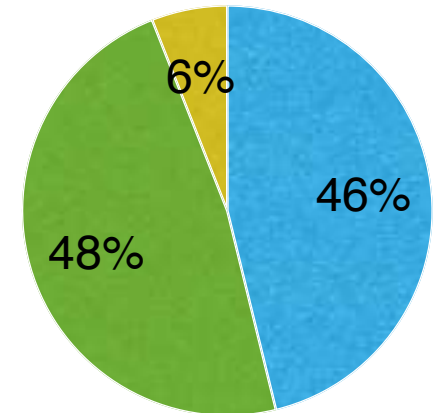
- Launch Days: Over 500
- Creative Quantity : Beyond 750
- Total Displays : Nearly 33M .
- Main Published Channels of Q1: Facebook, Audience Network, UnityAds, Toutiao and Tencent Social Ads etc.
- Main Type of The Creative Material: Video & Html

## ● Quality case

- Type: Video
- Network: Audience Network
- Duration: 77 days
- Impression Estimate: 288K
- Main Countries: UK, India, Hong Kong, United Arab Emirates, Indonesia, etc.



## The proportion of creative types



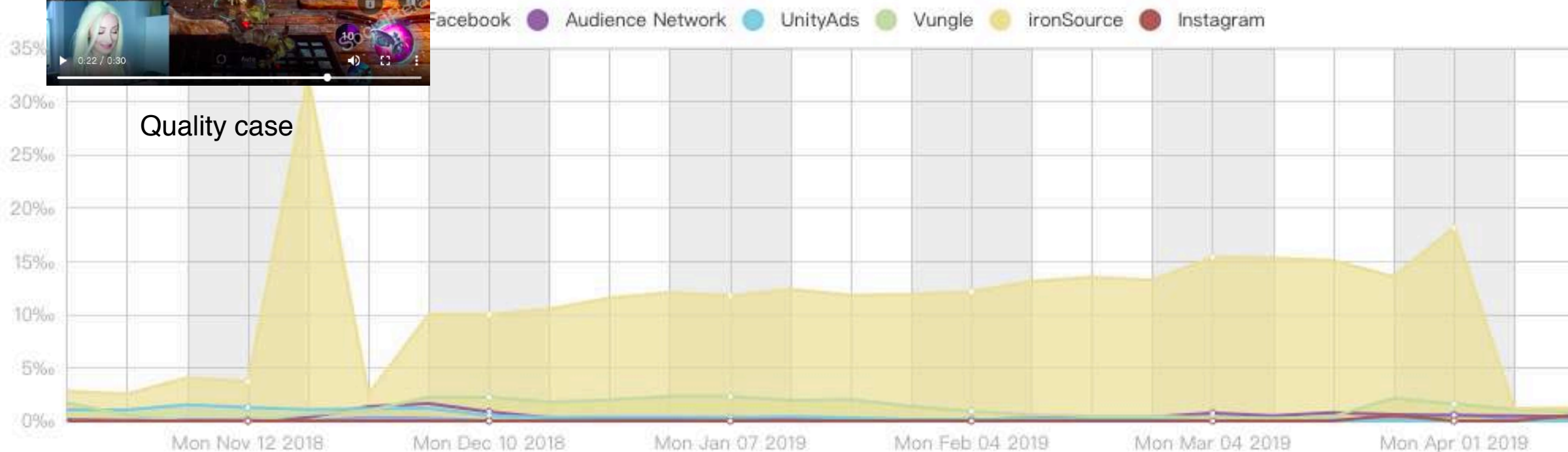
● Video ● Html ● image



Darkness Rises



- Launch Days: Over 300
- Creative Quantity : Beyond 1,000
- Total Displays : Over 130M .
- Main Published Channels of Q1: Facebook, ironSource and Audience Network etc.
- Main Type of The Creative Material: Video

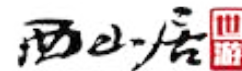


Quality case

Q1 Ads VOS

Note VOS: The change in the ratio of impression to that of a network

# ZingFront Global Strategic Partners





# THANKS!



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