

# Reach Olympic Fans on Mobile Games



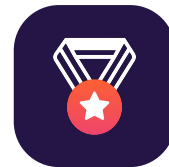
The Olympic Games are transcendent across age and gender, bringing global communities together



Mobile gamers are **1.1X** more likely to watch Olympics Games than social users



**28%** of mobile gamers use sport apps on their mobile - **1.3X** more than social users



**20%** of mobile gamers describe themselves as 'Sport Fans' - **1.7X** more than social users

## Contextually Relevant Targeting Opportunities at Scale Via Digital Turbine's Direct SDK Integrations



Archery Club: PvP Multiplayer



Basketball Life 3D



Bike Hope: Be a BMX Rider



Boxing Ring: Clash of Warriors



EA Sports FC™ Mobile Soccer



Golf Rival



Mini Tennis



Ping Pong: Table Tennis Games



Skate Jam: Pro Skateboarding



Sniper Champions: 3D Shooting



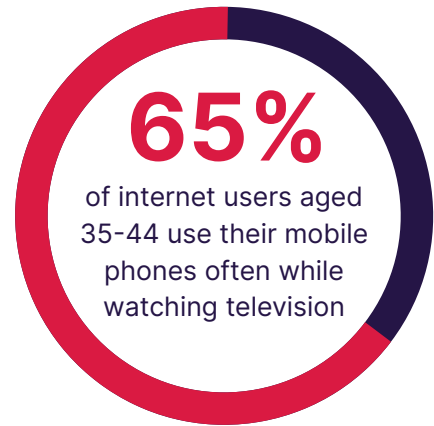
Trampoline King



Volleyball Arena

**New Olympic Sport for 2024!**

# Leverage Second-screen Exposure in the Build Up and During the World's Largest International Sporting Event

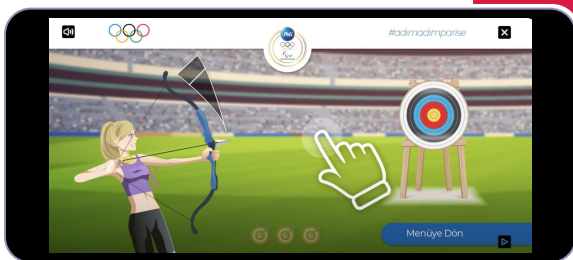


Mobile sport gaming **increases significantly** in the run up to a tournament or event

Source: GWI & DT, 2022/23 | Source: DT Console, 2023 (US Open, Golfing Apps)



## The Olympic Brand Opportunity: Mobile Gamers' Favorite Brands



The Paris Olympics ad for P&G Turkey grabs the user's attention - and gets them to engage and act. The dynamic experience allows the user to try archery in a mini-game for a medal, listen to the success stories of Turkish Olympians - and do some sports themselves with included exercise videos.



Looking back, this interactive for the 2020 Tokyo Olympics is dynamic and engaging. Users are offered four different mini-game options. Once they choose, a top-quality gamified experience ensures the user's attention and engagements in the sports they love. At the end of the video, alongside the "Learn More" CTA, users are also presented with an "Add to Calendar" button to add the Olympics to their schedules - and keep it top of mind.