

# Entravision 365 Digital brings in-game advertising to more African advertisers in exclusive partnership with Anzu

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Entravision 365 Digital, a leading African advertising solutions, media and technology company, today announced that it has become the exclusive partner in Africa for [Anzu.io](#), one of the world's most advanced in-game advertising platforms. Entravision 365 Digital will exclusively represent Anzu in 14 markets across Africa, educating advertisers on the power of in-game advertising and enabling companies to leverage Anzu's award-winning solution for advertisers, developers and players.



"Following the success of our partnership in South Africa, we are pleased to extend our exclusive representation with Anzu to the rest of Africa. The Anzu team and their solution have been making waves in the global markets and we're thrilled to be taking this powerful platform to brands across the continent," says Julian Jordaan, CEO of Entravision 365 Digital.

Anzu have reimagined in-game advertising and have made it more accessible than ever with the groundbreaking technology. They've managed to answer some of the biggest challenges we are faced with as media owners, particularly around viewability measurement and access to audiences at scale.

Today's marketer needs to be agile and adapt to new media channels and changing consumer behaviours to keep the brands they represent relevant. That translates to finding new, innovative ways to connect with people, make them fall in love with a brand, and move them through the sales funnel, turning awareness into purchases. Forward thinking brands are doing just that and rushing to get in on the action, and they are doing it with good reason. The gaming Industry across Sub-Saharan Africa's largest markets is now estimated to be worth \$741 million by 2023, which is an increase of 14.5%.

Stephanie Lublinski, head of Partnerships, Emerging Markets at Anzu said: "We're thrilled to partner with Entravision 365 Digital to allow advertisers in Africa to take advantage of the huge opportunity that in-game advertising presents. Gaming, especially on mobile, has exploded in this region over the past few years, and with the continued uptake of smartphones and the increasing number of games being produced for them, this environment provides advertisers with a chance to reach a hugely diverse audience made up of people from all walks of life."

Entravision 365 Digital has been a long-term player in the gaming market in South Africa and remains at the forefront of gaming advancements. Teaming up with Anzu they have helped brands like Tinkies, Samsung, Audi, BMW, Heineken and

Telkom to reach their audiences through native, non-disruptive ads that seamlessly blend into the gameplay experience.

Extending the partnership into the rest of Africa means advertisers in the region can now reach this engaged and growing audience to drive positive business impact.

For more information on Entravision's mobile gaming advertising solutions, please visit <http://entravision365digital.com/gaming-2/>.

### **About Entravision 365 Digital:**

Entravision 365 Digital is an African online media and ad-technology business with a rich heritage in the African advertising industry. For 21 years the business has represented the largest publishers and platforms in Africa and have helped global brands reach connected consumers and drive business impact. With a mission to connect publishers to brands, and brands to consumers, 365 Digital helps brands reach audiences at scale through its exclusive partnership with leading platforms like TikTok, Anzu, Boomplay, Triton Digital and many more. Entravision 365 Digital is a business unit of Entravision, a leading global advertising, media and ad-tech solutions company connecting brands to consumers by representing top platforms and publishers. Learn more about all of our innovative media, marketing and technology offerings at [entravision365digital.com](http://entravision365digital.com) or connect with us on social on [LinkedIn](#).

### **About Anzu:**

Anzu is the most advanced in-game ad solution for mobile, PC, console, and Roblox. Anzu's in-game ads put players first and help advertisers reach audiences programmatically in a non-disruptive and highly engaging way. A patented 3D ad tracking engine, the first to bring viewability measurement in-game with Oracle Moat, and partnerships with trusted AdTech vendors make Anzu the preferred in-game advertising partner for advertisers worldwide.

Anzu helps game developers monetise their titles with ad placements that complement the gameplay, resulting in reliable revenue streams. The sole officially licensed in-game ad provider for Xbox, the first ad platform to become Unity verified, and with a self-serve dashboard that provides complete control over ad placements, Anzu is the preferred in-game ad monetisation partner for developers worldwide.

Backed by WPP, Sony Innovation Fund, NBCUniversal, HTC, Bitkraft, and other prominent investors, Anzu has raised \$37m to make advertising in games better. Better for brands, better for game developers, and better for gamers. Learn more at <https://www.anzu.io/>.

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#### **365 Digital**



Over the past 24-years the company has represented the largest global platforms throughout Africa and has served thousands of global and local advertisers, empowering them to reach their business objectives.

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