



## **World's Largest Online Games Advertising Network, Mochi Media, Launches MochiAds**

*Marketers have an opportunity to reach the estimated 237 million people who play games online*

(SAN FRANCISCO, CA) – October 16, 2007 - Today Mochi Media announced the public launch of MochiAds, an online games ad network connecting advertisers with independent game developers looking to monetize and share their creations. An estimated one in three Internet users visit online games sites each month, a huge and growing audience of 237 million worldwide.

The public launch opens the network up to all game developers and select advertisers. MochiAds, which was previously an invitation-only beta, is already powering over 1,000 game developers running pre-game and inter-level advertisements within their games. Additionally, MochiAds currently reaches over 50 million gamers, the audience continuing to grow as games are discovered and virally distributed across blogs, social networks and other sites. For example, MochiAds powered a game entitled *Bloons*, which received 7.7 million ad impressions in September across approximately 26,160 sites in over 217 countries and territories. The viral nature of game distribution through MochiAds, as exemplified with *Bloons*, enables advertisers to reach consumers in the long tail of niche websites.

Unlike traditional banner advertising, with click-through rates of 0.02%, MochiAds reaches engaged consumers during natural breaks in gameplay, resulting in an impressive click-through rate of 5%. (Source: InsightExpress 3/07) A recent Parks Associate study indicates that gamers are accepting of this type of advertising, preferring pre-game ads over all other types of ad insertion. (Source: Parks Associates, Electronic Gaming in the Digital Home)

Two game developers, Jameson Hsu and Bob Ippolito, founded Mochi Media in order to foster the growth and prestige of independent game developers around the world. Prior to Mochi Media, Hsu co-founded the award-winning interactive advertising agency, WDDG, where he connected his passion for game development with marketers looking to tap gaming audiences. While at WDDG Hsu produced numerous advergames and award-winning advertising campaigns for companies such as HP, Kraft Foods, Altoids and Lego.

“Connecting developers with greater distribution channels and advertising revenue is a win-win for everyone. We’ve been inspired by the positive feedback and engagement during our private beta and look forward to sharing this

opportunity with the rest of the developer community,” states Mochi Media CEO Jameson Hsu.

The Mochi team has leveraged its past experience in both game development and advertising to ensure ease of adoption. Inserting MochiAds into a game requires only a few lines of code and allows game developers the flexibility to control where ads are shown on a per-domain basis. For advertisers, MochiAds accepts standard IAB-compliant creatives, allowing advertisers to have campaigns setup and live within 24 hours.

Earlier this summer, Mochi Media received \$4 million in financing from Accel Partners, the venture capital firm behind Facebook and mobile advertising network AdMob.

Developers can sign up for MochiAds by visiting <https://www.mochiads.com/>.

Advertisers and brands interested in learning more about marketing opportunities should contact [sales@mochimedia.com](mailto:sales@mochimedia.com).

### **About Mochi Media**

Mochi Media is the world's largest online games advertising network. Within the Mochi Media suite of products are MochiBot and MochiAds, which were designed for game developers and publishers to monetize, track, and virally distribute Flash games on the Internet while providing advertisers with turnkey opportunities to reach the one in three Internet users who play online games. Mochi Media is based in San Francisco and funded by Accel Partners.