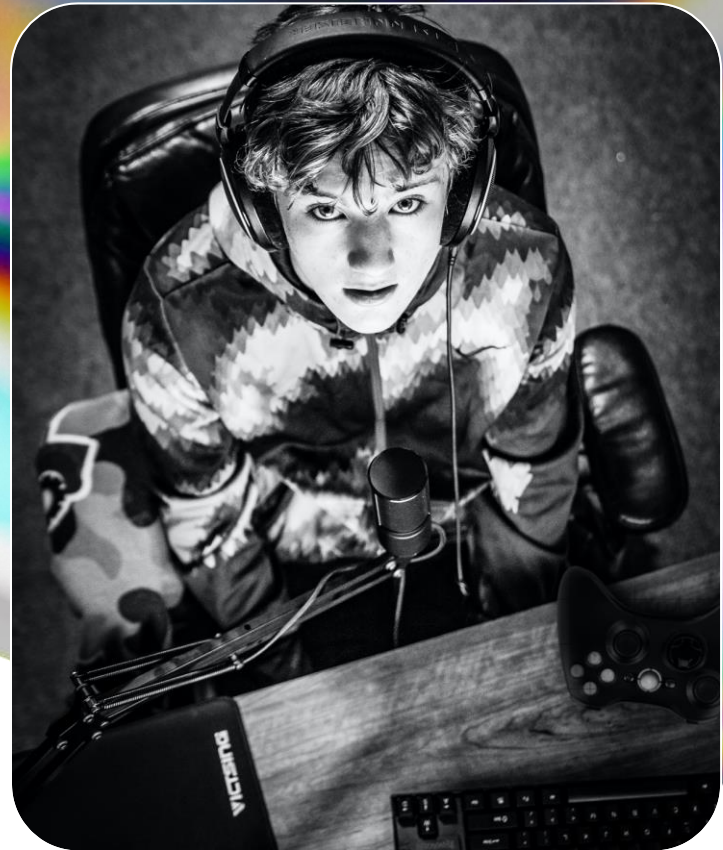




Get your
brand in front
of millions of
gamers

www.instreamly.com



Gaming is the largest entertainment market.

Larger than the film and music industries combined.



3 000 000 000

gamers in 2022

growing 5,3% yearly



\$180 B

global gaming revenue

growing 5,3% yearly



#1

**Gen Z favourite
entertainment activity.**

and among top 3 for 40% of Gen Z
and Y



30 000 000 000

gaming live streaming
hours watched in 2022

Why is live streaming so popular?

Streaming is the new normal



AUTHENTICITY



INTERACTION



COMMUNITY

Watching streams is about companionship and community, not content consumption.

Gamers are hard to reach.



66% use
adblock

They trust **creators**
more than **brands**



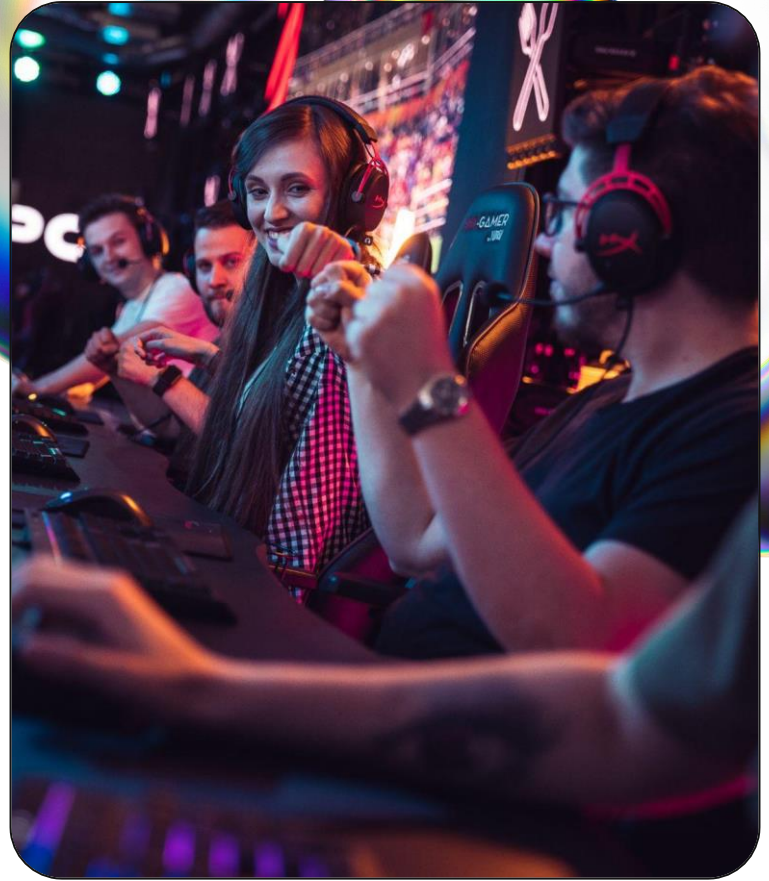
They watch live
streaming for
95 minutes a day
on average.

The rest of their
free time they play
video games.



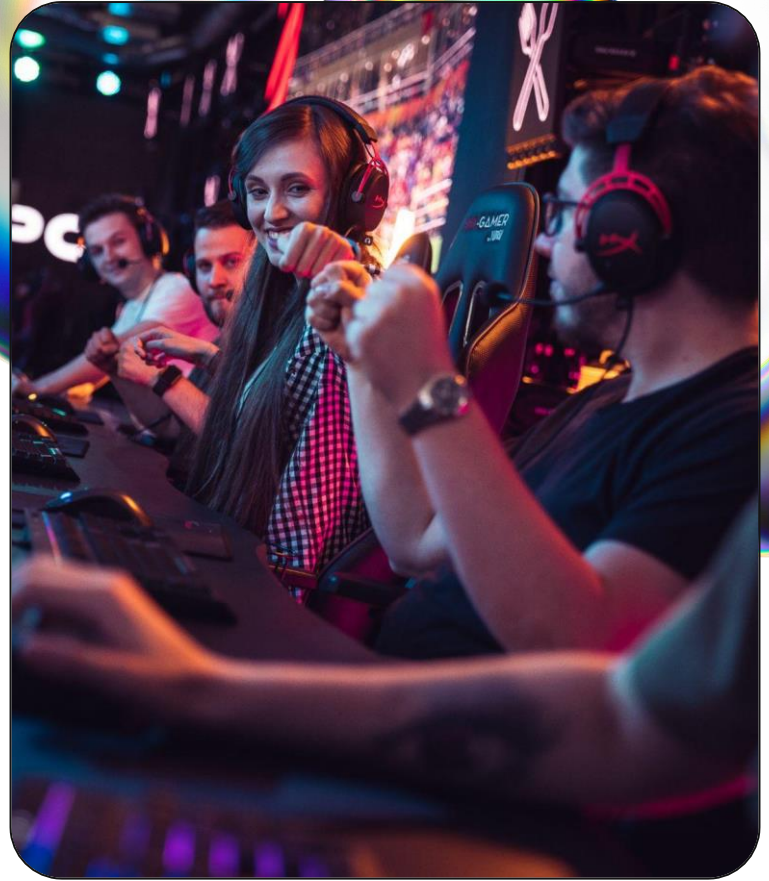
Engaged **fans** of
streamers, games,
movies and
technology.

So how can brands reach gamers at scale?



So how can brands reach gamers at scale?

Be a supporter,
not an intruder.





99%

of Twitch streamers
have **less than**
100 viewers
but they are
extremely engaged



64% of viewers
are more likely to consider
a brand that supports
their favorite streamers

They are already doing it:

ACTIVISION®

adidas

AliExpress™

ASUS®

DANONE

deliveroo

KFC

KIA

LEGO

Lenovo

LG
Life's Good

MediaMarkt

Microsoft

NETFLIX

Old Spice

Orbit

PS

PORSCHE

Reebok

SAMSUNG

SANOFI

Sprite

steelseries

Disney

WB

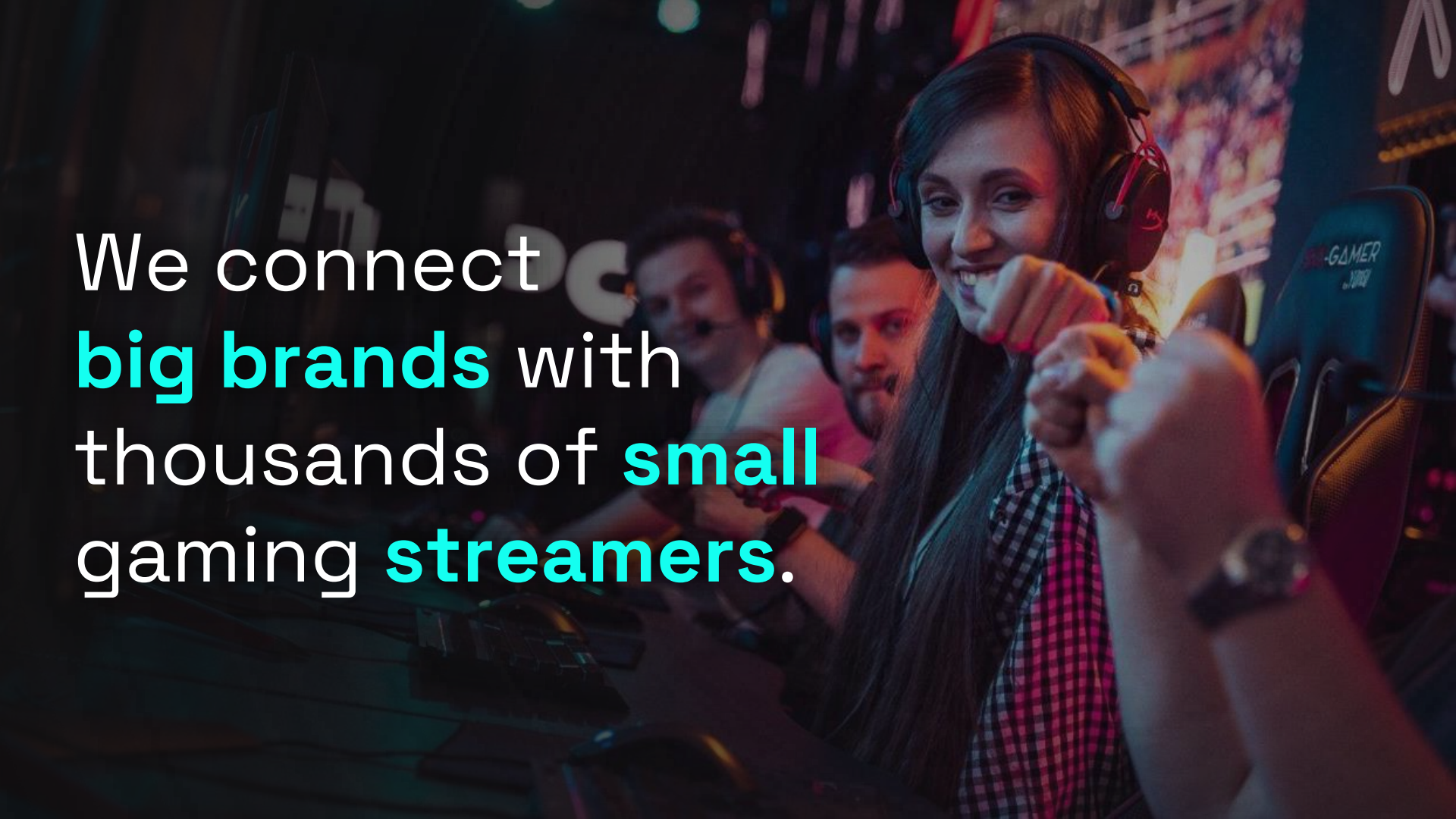
XBOX

Qualcomm

UBISOFT

HBO

SQUARE ENIX



We connect
big brands with
thousands of **small**
gaming **streamers**.

How does it work?



Your brand placement inside the stream.

→ STREAM CHAT

Welcome to the chat room!

☆ Send a message

1.2K



Chat

CTA with link on chat



MARKET: FRANCE
718 streamers



MARKETS: FRANCE & UK
2046 streamers



MARKET: POLAND
1105 streamers



MARKET: FRANCE
1670 streamers



MARKET: POLAND
1,129 streamers



MARKET: FRANCE
890 streamers



MARKET: POLAND
1036 streamers



MARKET: FRANCE
718 streamers

Live is about interaction. We make it happen for brands.

Small Hunger making fun of streamers that did bad in Fortnite



650 000 views



12 industry awards



4 MIXX AWARDS



4 INNOVATION AWARDS



5 KTR AWARDS



We are your partner in gaming

Live streams
as media

Dedicated
campaign

Crazy bespoke
innovation
+ strategy

Metaversal
campaigns

Why inStreamly?



hyper-viewability

100% View Through Rate -
only full impressions paid



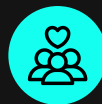
unblockable

Brand messaging is
native to the stream and
100% unblockable



innovation

We take pride in making
your brand not-boring in
the gaming space.



loved by streamers

By choosing to partner with
you, audiences perceive your
brand as credible.



Level up your gaming marketing with  inStreamly

12

countries

90 000

streamers

280 000

collaboration
deals between
streamers and
brands

150+

brands



NETFLIX



Lenovo



PORSCHE

ACTIVISION



PlayStation

SAMSUNG



Be a supporter, not an intruder.



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Co-founder | CMO  inStreamly



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