THE IMPACT OF IN-GAME ADVERTISING ON PLAYERS' ATTITUDES AND
PURCHASING BEHAVIOR TOWARDS VIDEO GAMES

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ABSTRACT

Advertising within video games is rapidly growing as a potential marketing communication tool for businesses. This paper is intended to analyze the impact on video game player's attitudes towards different forms of in-game advertising within video games. The intent of the research is to discover the video game players' opinions and reactions to the advertisements being used. The goal of the research is to uncover the impact that in-game advertisements have on players' purchasing behavior with respect to the actual video game the advertisement is located in, as opposed to the product that is being advertised in the video game. First, the paper will discuss the background and reason for pursuing this topic. Following that, the paper will analyze the definition and types of "in-game" advertising utilized, while providing recent industry statistics to support the purpose for the research.

The structure of the assignment extends and builds on previous research conducted by initially presenting past findings, and then using these findings to develop an educated hypothesis in the form of a research question. Using the research question as a guide, a questionnaire was developed and administered via personal interviews to male and female video game players aged 18 – 40 years old.

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INTRODUCTION

The immense growth of the video game industry has created an environment where millions of people spend countless hours of their leisure time at home playing video games (See Figure 1). Some of the statistics are staggering. For example, in any given minute, approximately 1.6 million US persons aged two and older are using a video game console. The heaviest console users accounted for 74.4% of all console usage and averaged 345 minutes (5 hours and 45 minutes) of usage per usage day during the fourth quarter of 2006 (Covey, 2007).

Product placement within video games has begun to have an effect on customers' feelings and attitudes towards certain video games and game genres. After doing further research on the topic, it was discovered that in-game advertising is growing at exponential rates. In fact it was projected that advertising revenue from in-game advertising would approach $260 million by 2008 (O'Leary 2005). A more recent figure displayed at **www.igaworldwide.com**, an industry leader in video game advertising, predicted the value of in-game advertising to hit $800 million by 2009.

As it can be seen in Figure 1, a graph is provided by Nielson Media that shows the percent of US households with televisions that own a gaming console. The numbers show that roughly 41% of average households with televisions also own a gaming console. The percentages stay fairly consistent when separating household demographics by gender. Also, research has found that two-thirds of US males aged 18-34 have access to a video game console at home (Covey, 2007).

Figure 1: Console Universe Estimates, Q4 2006

Fig. 1 **Console Universe Estimates, Q4 2006**

	Total TV Universe (000)	Console Universe (000)	Penetration
HHLD	111,400	45,774	41.1%
P2+	283,500	148,456	52.4%
P2-11	40,060	28,332	70.7%
P12-17	24,790	19,794	79.8%
P18-34	66,700	41,950	62.9%
P35-49	63,900	36,577	57.2%
P50+	88,050	21,802	24.8%
M2-11	20,490	14,491	70.7%
M12-17	12,650	10,101	79.8%
M18-34	33,480	22,657	67.7%
M35-49	31,370	17,793	56.7%
M50+	40,480	10,642	26.3%
F2-11	19,570	13,841	70.7%
F12-17	12,140	9,693	79.8%
F18-34	33,220	19,293	58.1%
F35-49	32,530	18,784	57.7%
F50+	47,570	11,160	23.5%

Source: Nielsen Media Research - National People Meter Sample

T = Total Population, Age

M = Males, Age

F = Females, Age

In order to understand the full potential of in game advertising, the advertiser must first be fully aware of the various possibilities in which they could promote their brand within the game. There are various types of ways to advertise within a video game. For example, advertisements can be placed in different locations of a video game; such as on the loading screens, in the game play areas, menu screens, lobby screens, and interstitial screens.

The various formats which are currently focused to advertise within game play areas utilize billboards, hoarding/logos, audio, video, and 3D objects ("Any in game...", 2008). Also, by viewing the examples provided in Figure 2, it becomes easier to identify some of the different brand uses and their proposed brand effectiveness within video games (Nelson, 2002).

The numerous options and locations in which an advertisement can be placed within a video game creates huge variance of opportunities for companies to position their product in a game in the way that they would like their brand to be viewed. For example, Lamborghini may not want to have numerous billboards within a car racing game, because it would deter from their high-class and exclusive appeal. However, if Lamborghini were to allow the video game player to earn their way up to being able to own / drive a Lamborghini in the game through winning races and through successful progression of the game, Lamborghini would be maintaining their luxurious brand image.

Another important element to be aware of is the consistency of the brand image, which must be upheld through the correct choice of video game to choose to advertise in. There are many car racing games that come out throughout the year and choosing the game that best represents your brands image is key with keeping with your companies brand image. The choice of which game to choose could be made through uncovering predicted sales, the target market being focused on, and the previous sales of games produced by the certain game producers and developers.

Figure 2: Identifying Brand Use in Video/Computer Games

Use	Active? Sensory cues	Proposed brand effectiveness	Example
Sponsorship ("cross-selling":game advertises a league, network station, product, movie, a place)	Active use Visual	Reinforce brand image Enhance consumer Involvement	NBA Live 2001 FIFA 2001 Kawasaki Jet Ski Racing Adidas Power Soccer TNN Outdoors Pro Hunter ESPN Great Outdoors Game
Brands are major part of game-play (equipment, 'tools')	Active Use Visual	Consumer can try products in virtual life, before buying in real life Build & reinforce brand loyalty	Auto brands (BMW) *Gran Turismo 2* Cue sticks/carrying cases (Joss, Viking) in *Virtual Pool 3*
Characters are branded images (real or fictitious)	Passive ad Visual	Aids in consumer identification with character/brand	Tiger Woods in *Cyber Tiger* Lara Croft in *Tomb Raider* *Michelle Kwan Figure Skating* Jeanette Lee (Black Widow) in *Virtual Pool 3* Professional players in NBA, FIFA, NHL, NFL
Background advertisements as self-promotion for game or game publisher's games	Passive ad Visual		MSN Gaming Network in Microsoft's *Midtown Madness* EA Sports in *NBA Live 2000*

Figure 2 cont.

Use	Active? Sensory cues	Proposed brand effectiveness	Example
Background advertisements and product placements (advertisements used in 'outdoor' settings, billboards, sideboards or in clothing, accessories)	Passive ad Visual	Helps build brand recall Familiarity may enhance brand attitudes	Nokia phones in X Files MasterCard on sideboards in NHL Championship 2000 Bass Angler Sportsman Society sign in Bass Fishing Seiko Scoreboard in Gran Turismo 2
Game players create own advertisements / brands through customization	Active use Visual	Increases brand involvement, loyalty	NASCAR Racing-custom sponsors FIFA 2001-select sponsors Dave Mirra Freestyle BMX-attract sponsors with each game level completed
Background-licensed music uses well-known groups, sports commentators	Passive ad Audio	Increases involvement, good method for cross-selling	*Gran Turismo 2* soundtrack (alternative) *Dance Dance Revolution* (dance variety) *Razor Freestyle Scooter* (punk, pop) *FIFA 2001* (well-known British sports commentators)

Source: (*Nelson, 2002)

LITERATURE REVIEW

Although academic research regarding the effect of brand placement in video games is rare, the influence of in game advertising on the audience's familiarity within the brand seems as important in this context as it is in television programs and movies (Yang, 2006). The growth of in-game advertising in the video game market has not been completely overlooked by academics. It is now being considered a hot topic due to the significant increase in revenues it has generating over the past few years. The cost of advertising within video games varies by the location and format of the advertisements. Another factor affecting the advertisement costs is that "most in-game ad rates are based on projected sales and subsequent populations of the game" (High, 2007).

Advertisers must also be aware that the actual video game players may not be the demographic population that they assumed it to be. "The perception is that gamers are 15-year-old kids who live with their parents," says Justin Townsend, European CEO at in-game advertising company IGA Partners. "But the average age of gamers is 28. There has been a significant growth in 35-year olds, while female gamers are rapidly expanding the market" ("In-game branding: Pushing...2005).

Knowing the right demographic helps, but one of the advantages of in-game advertising is that it goes with the flow of the product and does not stop the flow like a television commercial. IDC analyst Billy Pidgeon explains "It's easy to leverage for advertisers. You can integrate advertising that won't be intrusive [and] you can also target ads more effectively (Bulik, 2007).

Another factor that is drawing attention to in game advertising is the rate of growth in the industry. "According to PricewaterhouseCoopers, [the industry] is set to grow $55 billion by 2009 ("Video Games: Gaming begins..." 2006). With this surge in growth, advertisers can find a huge market that is rich with opportunities in which they can find a place to effectively promote their company's products.

Two different aspects that should be focused on to create successful opportunities within in-game advertisements are 1) the interactivity of advertisements in which video games make possible and 2) the game product congruity between the ad and the video game being used as the media. Both are necessary aspects that should be taken into account to allow the advertising campaign can reach its full potential not only within the video game but also towards the target market.

The interactivity of video games and in-game advertising creates an entirely new situation that must be taken into account. Interactivity refers to "the extent to which users can participate in modifying the form and content of a mediated environment in real time" (Steuer, 1992). This represents that advertisement in video games are not just static, they also have potential dynamic qualities due to the potential interactivity possibilities that video games present.

A video game provides an interactive interface, which enables the player to control actions. The player also controls perceptions through the ability to control the point of view, that is, to control the point from which, and the direction by which, the games world is represented (Nelson, 2006). The advertisement can help to enhance the way in which the games world is

represented, if the advertisement is inappropriately placed, or the interactivity creates a negative scenario the advertisement could be creating a potentially harmful brand image.

The introduction of interactivity into the advertising campaign creates new opportunities for innovative approaches. Companies can then utilize the advantages of interactivity in order to create more memorable campaigns and successful advertisements. The potential for an advertisement to be more interactive sets up a scenario in which the target market not only observes the advertisement but becomes an active participant in the advertisement and therefore establishing a newly formed relationship with the brand.

Game product congruity is the relationship between the content of the game and the product category of the brands being promoted. This relational congruity may influence brand memory (Lee and Faber, 2007). For example, using a car racing game to promote the new BMW 6 series models would be an excellent choice for strong game product congruity. The stronger the game product congruity the better able the receiver of the ad will accept the ad and the more likely they will observe the ad in a positive manner.

As strong game product congruity can lead to advertising successes, while some negative effects can come from poor game product congruity. For example, advertising a popular television brand in a video game set in fantasy world of fairies and gnomes could create negative feedback due to a player's idea that the advertiser is taking away from the video game's fantasy world. The players in this situation maybe trying to leave reality in order to venture into an imaginary world and reinforcing a real world product and advertising in this realm could create

potentially very negative responses. The premise of game product congruity leads into the following section dealing with advertising models.

Advertising Model

The important characteristics of successful in-game advertising utilize the interactivity of the channel as well as the congruity between the video game and the product being advertised. Keeping this in mind, the use of video games as a channel in which to reach a target market must follow some pre-established advertising standards as well as adapt others in order for the ad message to be interpreted and understood.

The advertising model that will be used in this study measures the results obtained from the combination of the convincingness of the message and the execution quality of the in-game advertisement. Look to Figure 3 to discover the four potential outcomes from the combination results. Though having a convincing message is a necessary condition for creating an effective advertisement, standing alone it is insufficient, therefore the ad must also be executed effectively (Shimp, 2007).

Figure 3: Advertising Model

	Convincing	SUCCESSFUL CAMPAIGNS	AGENCY MISTAKES
	Unconvincing	MARKETING MISTAKES	COMPLETE DISASTERS
		Effective	Ineffective

MESSEGE (VALUE PROPOSITION)

EXECUTION

Source: (*Shimp, 2007)

Just as in any other form of advertising media, a company cannot just place any advertisement in any game and expect for the results to be positive. Since video games propose a new opportunity for advertising, the model should be first considered, and then adapted to fit the needs of the new communication channel.

To begin, the message, also known as the value proposition, does not need to be described as being completely convincing in the advertisement because the player does not spend time reading the ad but just quickly scans the image by briefly viewing it during some point in their game experience. Also, the term effective should be modified to fit with customer's expectations and use of an in-game advertisement. The suggestions have been inserted into Figure 4 below.

Figure 4: Adapted advertising model

		SUCCESSFUL CAMPAIGNS	AGENCY MISTAKES
	Clear		
MESSEGE (VALUE PROPOSITION)	Unclear	MARKETING MISTAKES	COMPLETE DISASTERS
		Appropriate	Inappropriate

EXECUTION

When discussing a clear message to be contained and communicated within a video game, there must be a simple message that is quickly and easily readable, as well as recognizable. Gamers are using the video game to enjoy themselves and have a positive experience, not to spend time reading the advertisements in it. In order to make the message clear, it must be easily identifiable, obvious and in an area of frequent use in the game.

With respect to an unclear message, this means the message could contain too many words and be too long to read or perhaps be located in a place that makes it difficult to read or recognize the advertisement. When making the decision of choosing the location of the advertisement virtually in-game, the advertiser should follow the same pre-requisites and standards as for deciding advertisement locations in real life.

Appropriate execution of an in game ad refers to the suitability of the ad placement within the video game. This includes properly placing ads that will mesh with the game play of the video game, and an ad which contributes to the realism or quality of the game. One gamer's response to appropriateness said that they liked "games where you use the products to accomplish the gamers' goal (e.g. board for snowboarding, car for car racing), not just random signs in an action, shoot-em-up game" (Nelson, 2002). Inappropriate execution of an in-game ad can occur when a company places an ad in a game that is irrelevant to the game or the game's main audience. This also includes rude or abrupt ads that may interfere with the flow of the game or that may appear in incorrect environments and therefore cheapen the intrinsic value of the game and reduce the gamers' desired experience.

Previous Empirical Research and Results

The following facts and figures were obtained at the website for IGA Worldwide (www.igaworldwide.com, May 2008), a worldwide leader in the in game advertising market. This is followed by a brief synopsis of a case study involving a British lifestyle and fashion brand now sold in over 30 countries worldwide.

Case Studies by IGA – Ben Sherman

Company: Ben Sherman

Sector: Fashion

Campaign: Spring/Summer 2006

Target Audience: 18-32 Males

Geographic reach: Worldwide

Launch Date 09/06

Case Objective

The objective of the campaign was to deliver awareness of Ben Sherman's brand to an engaged, ambitious gaming audience, allowing maximum context and exposure to their target demographic. This was to be done using video games as the medium in which to reach the target market.

Solution

IGA Worldwide's solution to meet this objective was to advertise Ben Sherman in a game already being developed called Test Drive Unlimited. They would advertise with branded billboards, virtual interactive stores and tie-ins with real world activity (pre-order sweepstakes). Test Drive Unlimited was the world's only massively open online lifestyle racing game where appearance and social positioning were a core part of the game.

Case Results

Since the launch of Test Drive Unlimited in September 2006, almost 1,000,000 copies of the game have been sold. The average pass through rate, which is the rate of people that play each copy of the game, of Test Drive Unlimited was 2.5 people, therefore the total number of players that were reached equaled approximately 2,500,000 players. It is estimated each player would visit the Ben Sherman virtual store an average of 4 times. This study demonstrates the great opportunity of potential reach and frequency that a top selling video game can have.

RESEARCH QUESTION

The study will address the following research question: Will the use of in-game advertising within a video game affect the customer's purchasing behavior of that video game? Along with this question, the study also intends to discover if the effect of in-game advertising will create a positive or negative attitude and opinion of that video game, and whether it will the strength of attitude or opinion developed affect the player's purchasing behavior of that video game. The goal of the study is to discover the key weaknesses in the current in-game advertising formats and determine how the methods of in-game advertising should be improved to create more positive purchasing behavior.

Through utilization of the research objectives combined with the adaptation of the advertising model, this study's goal is to discover if the player's in-game product experience is affected by the in-game advertisements. Once that is determined, the study should ascertain if the result influences the video game players purchasing tendencies and the associated trends of their video game purchases. Also, general opinions about in game advertising and consumer perceptions of in-game advertising will be collected. This can be important for companies to focus on so that they can successfully utilize in game advertising to create and maintain the brand image that they are aiming for.

METHODOLOGY AND DATA COLLECTIONS

To answer the research question proposed, the adaptation of the advertising model initially proposed Shimp (2007) will be used; the goal of this study is to find primary data using individual personal in-depth interviews to obtain qualitative information. This will be done by

developing a basic questionnaire with open ended response question types in order to discover players' key feelings about in-game advertising. A personal interview style will be needed because there should be strong feelings and opinions towards certain questions and this way the respondent can have the option of elaborating more if they wish, and explaining the reason for their response. There will be no closed questions or rating or ranking type questions so that the interviewee will not feel forced to measure their response and therefore will be able to fully explain their attitudes and preferences. The respondents will be asked their opinions because their opinions will be valuable in understanding the reasons behind their purchasing behavior.

This research is not console exclusive (meaning that it will not only focus on the Sony Playstation, Microsoft X-Box, or the Nintendo Wii); it will also include players who purchase PC games as well as console games. Also, the respondents will not have to meet a requirement of a certain number of video game hours played per week, however they will be required to show that they own and purchase video game products on an occasional basis. The research contains 16 interviews that last between 25 to 45 minutes.

Information on the respondent's age, gender, regional location, and frequency of playing video games will all be gathered. Also, the game systems they own and the game systems they play and / or own will also be gathered to discover any commonalities between the various respondents. Information on the frequency of renting video games will be collected in order to more appropriately see how many different games a respondent pays to play. The goal of the research will be to reach a large variety of respondents by utilizing personal connections and to gather data using electronic and physical interview styles.

The interview will include questions open to diverse game genres and the impact the various advertisement formats have on each genre in the eyes of the consumer. By doing this, the study will be able to evaluate multiple game types. This will help to apply the results discovered to the appropriate games in which the advertisements are occurring. Also, there will be a section providing two screenshots from a specific game and the respondent will be asked to interpret the advertisement and asked if the advertisement adds to, takes away from, or does not affect the image of the game.

RESULTS

Based on the results gathered, the objective is to try and establish a link between player's reactions/feelings towards in-game advertising and whether that will deter or persuade that player to purchase certain game types. Currently, the belief is that most in-game advertising formats will prove to advance the realism and appeal for sporting and "present day" games. However, the idea is that most players will believe that certain genres of video games will not be able to have advertisements in them without having negative player feedback.

The results gathered have shown a great deal of variety in the responses. None-the-less they also have some commonalities between them. 16 people were interviewed using the questionnaire guideline provided in Appendix 2. The interview generally lasted between 25 – 30 minutes and took place in Raleigh, North Carolina. All of the individual responses have been added to the end of the Appendix in order to provide additional information of each respondent's responses that may be desired.

The sample questions that can be found in Appendix 2 proved not to be useful. The original plan was to use this type of format to learn about preferences. However, after the first few interviews, it became apparent it was not going smoothly and the respondents explained that they would need to be actually playing the game as opposed to looking at the picture because it did not give them the same feel of a video game. For this reason, the questions were not used in this study but could be a potential opportunity for further research.

The interview guideline began by obtaining personal information on the respondents sex, age, location of residence, their amount of time spent playing video games per week, the number of consoles that they either play or own, and their frequency of either renting or purchasing video games. The age ranged from 18 – 26 with the average age being 22.75.
There were 13 male interviewees and 3 female interviewees. 14 of the interviewees lived in North Carolina, one in Maryland, and one in West Virginia. The number of video game hours per week ranged from 1 hour to 15 hours, with an average of 6.3 hours per week for the sample population. The number of consoles owned ranged from 1 to 5 with an average of 2 for the sample population. The number of games purchased per year ranged from 2 to 18 with an average of 5.5. Finally, the frequency of renting video games per year ranged from 0 to 24, with an average of 4.9. Therefore, the average respondent was almost 23 years old, playing video games approximately 6 hours per week, who owns 2 video games systems and buys 5-6 games per year and rents 5 games per year. These demographic statistics can help in distinguishing this demographic and in learning how members of this target market feels towards the various forms of in game advertising.

The interview began by asking the interviewee if they were aware of advertisements within video games. Most of the respondents were aware that this was occurring; however some were not familiar with this practice. For those that were not familiar the interviewer would briefly explain that marketing agencies are now using video games to advertise their products, much like they do in television and movies. After they were provided with this explanation, the respondents were now able to continue on with the questionnaire.

The respondents were then asked what their initial feelings towards in game advertisements were. The respondents' answers here varied but there were frequent responses based on the thought that they supported in game advertisements and that in game advertising appeared to be a good practice. This was because the respondents believed that the in game ads helped in the creation of the video game. They believed that in game ads would make more money for the game developers therefore they could make higher quality games and offer lower prices.

One respondent who supported in game advertising said *"I feel that (in game advertising) brings in more revenue for the developers so they can make better games. With the extra money from the advertisements I feel that the developers can use that money to re-invest in the company so that they make better games."*

Another responded with *"I think (in game advertising) has become more obvious and more invasive than before but I do not mind as long as it doesn't interrupt the "game play". I recently noticed that NCAA Football '09 requires you to watch the "Pontiac game changing*

performance" highlight at the end, which is kind of annoying that you can't skip through it. Things like that should be optional."

A different interviewee also using NCAA '09, a very popular American college football game, as an example had a conditional response to the question: *"My big thing is realism, like with sports games like NCAA '09 the Pontiac player of the game and other things such as billboards are pretty realistic. As long as (the in game ad) doesn't seem that it is forced. I don't like the forced feel of it. It has to be realistic, like if I was playing a medieval game and I am running around in the woods I don't want to see a Pepsi ad or a billboard*."

The interviewees were then questioned if excessive use of in-game advertisements would deter them from actually playing a certain video game. The responses showed that 7 players said it would in fact deter them from playing the game, 4 had conditional responses, and 5 said that it would not deter them from playing the game. The responses are surprisingly varied and some of the explanations were not what had been expected.

One respondent who said that it would deter them from the game said *"Yes, if I am playing a game the last thing I want to see are commercials. I get annoyed enough waiting for games to load, plus with in-game advertisement the risk of freezing is more prevalent which is a gamers' worst nightmare."* Freezing refers to when video games "freeze" and the game gets stuck. The game cannot continue and the video game character is immovable. The video game player must then turn off the game and restart, losing any progress they may have made since their last save spot.

A different interviewee answered the question with a more open opinion *"I mean, if they were overly excessive it would (deter them from playing the game), but I feel in today's commercialized world you can expect to find advertisements anywhere you go and with anything you do."* This viewpoint was not shared by all of the interviewees and some actually felt the opposite. They felt that video games are a way to escape reality and by inserting advertisements in their personal get-away, the player feels that the advertiser is intruding upon them.

The most frequent and common response revolved around the idea that as long as the advertisements went with the flow of the game. This means that the ads were not distracting, overwhelming, or made the game not enjoyable, then the video game player would not be deterred from playing the game. Many responses were similar to the one hereafter: *"No (it would not deter me from playing the game), not necessarily, if the game was really good it wouldn't be a problem but if it got to a point where I couldn't enjoy the game it would bother me.*

Following that question, the interviewees were questioned if they felt that the advertisements needed to be appropriate to the game in which they are being advertised. A hefty majority of the respondents said that the advertisement needed to be appropriate to the game in which the ad was placed. However, there was a consensus that the product should be appropriate for the target group that would be playing the game.

A respondent explained that the ad did not have to appropriate to the game *"Because it could be an ad for Coke while you're playing a game and that doesn't bother me. As long as (the in game ad is) appropriate for the right age group."* This respondent was suggesting that Coca-

Cola doesn't necessarily seem appropriate to games because when you play sports you shouldn't be drinking Coke and that Coke doesn't equate to war strategy games. However, the fact is that it would not bother them if they found a Coke ad in any of these games or game genres.

Many of the responses provided examples where the ad and the game would not mesh well together. Some respondents used extreme example, however it did show their strong emotions to the topic. Here are some of those examples:

i. *"I don't want to see Hello Kitty ads in my war shooting games".*
ii. *"If you're playing Final Fantasy and there is a Coke ad if would take you out of the mode. I feel that ads are only appropriate for games set in modern day."*
iii. *"(The in game ad needs to be appropriate) because it would look dumb to see Mickey Mouse in Call of Duty and I'm not four years old."*

The recurring theme of the responses indicated that the appropriateness of the advertisement must not only be with respect to the game but also to the expected target market of players who will be playing the games. This condition makes it very important for video game developers and corporate brand managers to have good communication so that they can have a clear vision of who will see the ads and how the target market will respond to their brand in certain games.

The next question followed the previous questions lead and asked if in-appropriate or excessive ads in a game deter the player from actually purchasing the video game. This question delves deeper into the mind of the respondent because now they are not only being asked whether they would play the game or not but would they actually spend the money to purchase

the game based on the in game ads that are present. There was much more variation in their responses to this question than the previous and the respondent were asked to explain the reasoning behind their responses. The responses showed that 9 respondents would be deterred from purchasing the game, 3 had conditional responses, and 4 said that it would not deter them from purchasing the game.

One respondent who said it would deter them from purchasing the video game said *"(If I were to purchase a game with excessive ads "Then I would feel that I am purchasing an advertisement, and I am already bombarded with ads in every other aspect of my life."* Another respondent who answered with a conditional response said *"It would depend on how good the game was, if it was really good then I guess I would suffer through (the excessive ads), but if the game was just average and I could play pretty much the same thing without the ads somewhere else, I would."*

Although there were many conditional responses some of the respondents had very little feelings towards in-appropriate or excessive ads in games. One of these respondents answered with the following when asked would these types of ads deter them from purchasing the game, *"Not at all, if it's good I will get it no matter what."* This creates a situation where the marketing team needs to be aware that the quality of the game could create stronger opportunities than solely the idea of having extremely strong game-product congruity.

The focus was then turned to the advertisement itself when the interviewees where questioned on how would they describe the importance of the clarity, more specifically how

clear the ad is to read and understand, of an in-game advertisement. It was described in the question to compare it to that of a television or magazine advertisement. Almost all of the respondents agreed that it is very important in video game advertisements to be clear in the message as well as the imagery. The consensus also agreed that clarity is more important in video game ads than in television and magazine ads.

The respondents tended to answer this question with better detail. One respondent said *"I think the importance of clarity in all advertising is high. Sometimes lower levels of clarity are used to arouse an investigative feeling about the ad and the product, yet too little clarity may have a negative effect. So overall, I think there should be enough clarity to get the point across, as it should be with all other marketing vehicles."* This respondent felt that all advertisements should be clear and their channel in which they use to communicate shouldn't be the deciding factor in the question of clarity.

The following response was provided with the idea of the constant movement during game play in mind *"Well, I guess it would be more important in video games because you don't ever stop to read them, I am sure they get stuck in your memory somehow though."* The next response also agrees that clarity is more important in video games and then goes into further detail. *"I think it is very important, I feel that it needs to be simple and clear. You don't want it to distract you from the graphics of the game. I feel that I would like the in game marketing to be like the way it is done in the movies. Where the ads do not take away from the storyline or plot and seem to flow with the progression of the movie."*

The interviewee was then explained a few different types of and locations of in-game advertising. Some they were familiar with and some they were not. They were then asked to tell

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their feelings of each of these types and locations of ads. Each location and format is described hereafter along with the respondents' general feelings and examples of their responses.

The loading screen is an in game advertising location where ads can be placed where gamers linger in anticipation while waiting for game play to begin (www.igaworldwide.com, May 2008). Loading screens occur at the beginning of games as well as during transitions through levels and zones within the game. The interviewees generally liked this form of advertising because they felt it didn't take away from game play and that it gave then something to look at while waiting for the game to load. One interviewee felt that "*This is a good idea, doesn't distract from the game, and this is a time where gamers have to wait anyways why not show something. Almost like a preview to a movie, you know they're going to be there you just hope for something good.*"

Game play areas utilize environmental opportunities from billboards to mega-posters in city streets, to trackside hoardings in sports and racing games. The opportunities for utilizing game play areas will vary according to game genre and game backgrounds **(** www.igawordwide.com, May 2008). Generally, the respondents felt that this type of in game advertising was okay as long as it was in the right game genre. As one interviewee said "*Definitely less invasive, which is key. This method seems more realistic and may give the game a more realistic "feel". So this is a great option.*" Most of the interviewees believed that this was the most appropriate for sports games and racing games. Another aspect discussed was that this type of advertisement can really add to the authenticity of certain games. This was one of the more supported forms of in game advertising by the sample population.

When advertising on menu screens companies have an opportunity to gain ad visibility while gamers customize options (www.igaworldwide.com, May 2008). When asked their feelings towards this location of in game ads, the respondents were generally unaware that this took place and did not feel it to be very effective. However, later in the interview, when asked to name types of in game advertisements that they have seen used recently, some of the ones they described where in fact placed on menu screens. Also, the general mood towards this type of advertising can be best explained by this response, *"It depends on how blatant or big the ad is. If it is distracting me it would bother me. If it's giant or huge I wouldn't be happy about it".* Basically, as long as the ads on menus screen are not blatant or too large then the player may be unaware that there is an ad but likely to remember it. This creates a very good opportunity for potential brands to increase their brand awareness without reducing the company's brand image.

A growing opportunity in the video game industry deals with the increase in online play and utilizing the lobby screens where players wait to form and start matches. With a significant amount of time in online games spent in lobby screens engaging in pre-and-post-game chat, there is a great opportunity to reach groups of people as well as individuals with social and community messaging (www.igaworldwide.com, May 2008). Due to the fact that online play is still relatively new, some of the respondent still do not play online. However, the ones that did respond generally sounded skeptical about using this location. Although there was a small amount of support for this location, one respondent felt that *"That's perfectly fine with me because I am not doing anything involving action and you can update it frequently."* The idea that this form of in game advertising can be updated adds a new element to the practice. This way the game developers do not have to offer permanent ad space and they can provide more

accurate figures to advertisers based on the statistics they gather from monitoring their online game play. In some opinions, this is the future of in game advertising as more and more games become playable online.

Interstitial screens are becoming more popular for use on the internet and web pages. Now interstitial screens are also being thought of for use in video games. This location provides an opportunity where an ad can be inserted between option screens for greater visibility **(** www.igaworldwide.com, May 2008). A majority of the respondents were against this form of advertising in game. They generally felt that this type of in game advertising adds unnecessary elements to the game which creates a more commercialized feeling that they did not agree with. One interviewee stated "*(Interstitial screens) would slow down my game play and I wouldn't want to play (the game) anymore.*"

Audio ads in game can range from a corporate jingle to a 30 second spot; it increasingly supports the ability to deliver seamless audio messaging without disrupting game play (**www.igaworldwide.com**, May 2008). One interviewee stated that the audio ad *"Needs to be tasteful, such as John Madden commentating on a game and saying something briefly about MLB 2009 coming out soon, but off the wall comments wouldn't work."* Appropriateness appeared to be a consistent theme with the interviewees when discussing this type of advertisement. Also, the briefness and the amount the ad interrupted the game play seemed to be another concern. As one interview stated, "*30 seconds is kind of long but a quick one wouldn't bother me.*"

Video ads use full motion video of between 5 and 30 seconds and can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a more captive audience (www.igaworldwide.com, May 2008). The general consensus with the respondents was that the use of video for in game advertising would not bother them as long as it went with the game play. One interviewee even said that *"This is a good way to catch the audiences' attention."*

The use of 3D objects was one of the more recognizable forms of in game advertising with the interviewees. Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, and is said to create a lasting impression on the user (www.igaworldwide.com, May 2008). The interviewees said that this was a good way to add to the realism of the game and a good way to integrate the brands products into the game seamlessly and not intrusively, if done correctly. One respondent that was very supportive of this type of product placement said that *"These are the best type of ads one could put into the virtual world."*

The interviewees were then asked to tell some examples of games that they have played or owned that have used any these types of ads. They were asked to do this to the best of their ability and if they could not remember specific ads, they were asked to provide a general explanation of the type of ads that they remember. As can be seen in Figure 5 various games and game genres were described and the types of ads used in these games are provided.

Figure 5: Examples of In Game Advertising taken from Interviews

Game Genre	Title of Game	Description of in game advertising used
Sports games	NCAA '09, FIFA '08 – EA Sports titles and other game developers	Old Spice advertises in it, have songs from real bands in it and they tell you the name of the band and the name of the song, has an options screen to preview other games they are developing/releasing, like full commercials, Nike swoosh's on shirts, ads on billboards in stadiums
Car Games / Racing Games	Need for Speed Carbon, Forza, NASCAR	Using branding on real cars, real parts to accessorize and upgrade your car, billboards, uses Cingular cell phone in the game
Music / Instrument Games	Rock Band	Using real guitars, real drum sets, play songs by real artists
Modern Day War and Shooting Games	Metal Gear Solid 4, Grand Theft Auto 4, Saint's Row	Pepsi and Mountain Dew have advertised on billboards in them, uses an iPod and Sony Handi-cam in game
Skateboarding game	Tony Hawk	Characters wear Hurley and other skateboarding company shirts
Lifestyle Games	SIMS	Uses IKEA furniture in game

(*Original creation using personal responses)

The most memorable in game advertising was definitely those found in the sporting and car racing games. This could be somewhat expected, as sporting events and racing events are highly used vehicles for advertisements. This correlates the virtual reality aspect into adding increased realism to games. Also, the use of branded items within games was remembered frequently, reinforcing the previous empirical research section stated at the beginning of the study.

After the interviewee provided their encounters they were asked what their feelings towards those in game ads were with respect to the likeability and enjoyment of the video game. For the respondents who did have information to provide, they generally appeared to have positive experiences with the in games advertisements that they could remember. This contradicts some of the initial negative feelings that the sample population portrayed towards in game advertising at the beginning of the interview. One of the responses towards the experiences expressed that *"The (in game ads) that I can think of don't bother me because they are correlated to real world experiences. Like players of the games and clothing sponsorships"*.

The interviewees were then thanked for their time, and offered a final opportunity to tell any other feelings that they may have towards the topic. One interviewee took this opportunity to explain the following, *"I feel it is important that the ad doesn't add more time to the game than is necessary, for example if I have to read an ad or wait for an ad to occur before I can play I would not like the game as much."* This characteristic shows that players do not want to have their time wasted while playing, therefore advertisers need to be aware that perhaps integrating the ad into the game without disrupting game play should be thought about when utilizing in game ads.

Player preferences where also stated when provided the opportunity to speak their opinion. For example, an interviewee who had recently played a war / shooting style game said *"I much prefer games with real-world branding and advertisements vs. made-up ones. But at the same time Grand Theft Auto 4 is awesome and does great making up brands."* This statement illustrates that players are not necessarily against ads in games as long as they can be viewed as enjoyable and realistic.

Some respondent's expressed strong opinion, for example one stated that *"I am all about being anti-blatant abuse of advertising"*. While a different interviewee who supported in game advertising said *"The more ads in a game make me feel that the company gains more capital through ads and can lessen the price of a game for me. I would be more for the ads in games in this case especially if it helped the game get better graphics and storylines.* These general feelings towards in game advertising show that there is not one agreeable emotion towards in game ads and that the advertisers need to be aware of the various opinions.

DISCUSSION AND CONCLUSIONS

There are different inferences that can be drawn from the results found in this study. Positive as well as negative aspects of in game advertising have been identified and discussed while being back with actual game players opinions supporting the reasoning. Opportunities have been discovered and what could have been potential advertising choices for in game ads now appear to be less effective and may actually cause negative brand images towards the company and the game as well.

One of the opportunities found is the players' belief that the more in game ads that are present, then the higher quality the game will be with better storylines and plots. Although this is not necessarily true, a video game company could use this as a public relations platform and let players know that the ads in the game are not just to attain higher profits but to deliver higher quality games to the player. Another opportunity found is that game-product congruity is important, however only to a certain extent. It is true that the players want to advertisement to be

appropriate to the ad but the most important factor is that the game is "good" and therefore the ads will be more favorable.

The adapted advertising model discussed above was indirectly tested by asking the interviewees about the importance of appropriateness and clarity. Both aspects were said to be very important but neither were the ultimate solution. Therefore, the adapted model should not be the standard required model when developing in game ads but more of a guideline with important aspects that need to be taken into account when creating in game ads.

Along with some of the opportunities there has also been some potential problem areas for in-game advertising identified is this study. The interstitial screens as a potential advertising opportunity showed to have a lot of negative feedback. The sample population felt that interstitial screens were not favorable and would cause unnecessary additions to the game. A possible solution to this problem would be to utilize one of the other screens such as the menu or loading screens which the respondents tended to favor over the interstitial screen.

Another improvement opportunity found by the research that was conducted showed that using branded products in games enhanced the realism and the players' enjoyment of the game. The advertising model suggested can be applied to this opportunity and could help reach a positive brand image through its use in the game. By promoting a product that is both clear to see and appropriate to the game that the player uses frequently in the game, the brand will be reinforced over and over again increasing brand awareness and retention.

Further improvements for in-game advertising approaches and strategies could be done through further researching the topic using a more select group of gamers. Perhaps, using only a sample population of players who play the same game or genre of games and play a similar amount of time per week could the advertisers really get a better understanding of more exact target markets. Also, by conducting closed-question surveys with Likert Rating and rank order questions a larger population could be gathered and more questions could be asked using the same amount of time.

The research conducted has shown variable responses to the research question. The research provided situations where the in game advertisements would in fact affect consumer purchasing behavior towards video games. The most important response provided told that if the game was really good the in game advertisements would not affect purchasing behavior. The respondent specified that if the game was only rated as an average game that then the purchasing behavior would be affected negatively by the amount and specific types of in game advertisements used.

In all, the research conducted helped to identify the strength of the adapted advertising model as well as the preferences of consumer purchasing with respect to in game advertising. The interviews helped to uncover some of the more personal opinions and attitudes the video game players have on advertising that occurs within the games they play. As the industry continues to grow and in game advertising begins to become more and more prevalent in main stream games, more theoretical and empirical research will develop to continue to help advertisers utilize in game advertising and discover its true potential.

LIMITATIONS

The limitations of the research came from both the sample population as well as the composition of the interview guideline. The limitations of the sample population came from having significantly less females than males and a large range of player types. It could be viewed that having a broad range of player type could be a positive, therefore receiving a wider range of opinions and experiences. However, it could also be viewed as a limitation, saying that the focus was nice specific enough and that the players varied too much. A way in which this could have been improved was by being more exact in the planning phases of exactly how many hours per week and how frequently the player purchases and restricting those respondents that did not meet the requirements.

The limitations of the questionnaire used and the methodology used in collecting the data came directly from the developer of the study. The interviews were done personally in one on one encounters and bias towards certain answers towards questions may have come out in the tone of voice used when asking the question. Perhaps, using an online questionnaire form where the respondents could read and interpret the questions on their own could have provided a better option. Although during the interviews, the interviewer tried their best at avoiding influencing the responses.

Another limitation of the survey was that some potential important questions were not addressed. For instance, the interview guideline should have included a question like "Which game genres do you feel are more appropriate for using in game advertisements and which do you feel are less appropriate or not appropriate at all?" Also a question asking what level of

gamer the interviewee views there self, such as a hardcore gamer or a casual gamer. The personal

information section should have also included a question about personal income. Although it

may be a more personal question, this could be a factor in why a player only purchases or rents

games a certain amount of times per year.

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APPENDIX 1: EXAMPLES OF A SURVEY QUESTION:

Please take a moment and look at each screen shot.

Screen shot 1   Screen shot 2

	S1	S2
Which screen shot visually appeals to you more?	__	__
Which screen shot would you prefer to see in a video games?	__	__
Which screen shot appears more realistic?	__	__

APPENDIX 2: INTERVIEW GUIDELINE

Interviewee Info:
Age:
Sex:
Location of Residence:
Video game hours per week:
Video Game Consoles owned and / or played:
Frequency of purchasing video games:
Frequency of renting video games:

Interview Questions
   i.   Are you aware of advertisements within video games?

        a.   What are your initial feelings towards them?

        b.   Explain in detail please.

   ii. Would excessive use of in-game advertisements deter you from playing a video game?

        a.   Why or Why not?

   iii. Do you feel that the advertisements need to be appropriate to the game in which they are
        being advertised?

        a.   Why or why not?

   iv. Would in-appropriate or excessive ads in a game deter you from purchasing the video
        game?

        a.   Explain…

   v.   How would you describe the importance of the clarity (how clear the ad is to read and
        understand) of an in-game advertisement compared to a television or magazine
        advertisement?

   vi. I am now going to explain to you a few different types of in-game advertising and you
        tell me your feelings on these types of ads.

        a.   **Load screen:**
             Brands place ads where gamers linger in anticipation while waiting for game play
             to begin.

        b.   **Game play areas:**
             Environmental opportunities vary according to game genre, from billboards and
             mega-posters in city streets, to trackside hoardings in sports and racing games.

c. **Menu screens**:

Gives ad visibility while gamers customize options.

d. **Lobby screens:**

With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.

e. **Interstitial screens:**

This type of ad can be inserted between option screens for greater visibility

f. **Audio:**

From corporate jingle to 30 second spot; it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.

g. **Video:**

Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.

h. **3D objects:**

Almost any conceivable three-dimensional object such as a corporate logo or the latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user (**www.igaworldwide.com**, May 2008)

vii. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).

a. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

viii.   Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 1

Interviewee Info:
Age: 24
Sex: Female
Location of Residence: Cary, North Carolina
Video game hours per week: 1-2
Video Game Consoles owned and / or played: Nintendo Wii
Frequency of purchasing video games: Twice a year
Frequency of renting video games: Twice a year

Interview Questions
1. Are you aware of the use of advertisements within video games?
    - i. *Yes*
    - b. What are your initial feelings towards them?

        - i. *I like them because they usually provide visually appealing images*
    - c. Explain in detail please.

        - i. *For example, on loading screens if there is something likes an advertisement to read, it makes the loading times appear shorter. They keep my attention on the game and I don't feel as if I am waiting as long for the game to load.*

2. Would excessive use of in-game advertisements deter you from playing a video game?

    - i. *No*
    - b. Why or Why not?
        - i. *Because I do not play that many games, so if the one I want to play has a lot of ads in it I do not really care, I will play it anyway.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?

    - i. *Yes*
    - b. Why or why not?
        - i. *Well, I feel like it is important to have the advertisement match the game because the product / ad will have to match the rating of the game. (Rating as in ESRB Rating of Mature, Teen, or Everyone)*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
    - i. *Yeah*
    - b. Explain.
        - i. *More so regarding the inappropriate than the excessive due to the fact that if the games ads are too obscene or vulgar I would not feel that the game is suitable for everyone who I may play it with.*

5. How would you describe the importance of the clarity of an in-game advertisement compared to a television or magazine advertisement?
    i. *I think it is very important, I feel that it needs to be simple and clear. You don't want it to distract you from the graphics of the game. I feel that I would like the in game marketing to be like the way it is done in the movies. Where the ads do not take away from the storyline or plot and seem to flow with the progression of the movie.*
    ii. Impromptu question: What you are describing is called product placement, so in your opinion product placement is your more preferred form of advertising in video games?
    iii. *Yes.*
6. I am now going to explain to you a few different types and locations of in-game advertising and you tell me your feelings and or preferences on these types of ads.
    a. **Load screen:**
       Place ads where gamers linger in anticipation while waiting for game play to begin.
       i. *I do not mind that*
    b. **Game play areas:**
       Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
       i. *I like that cause it like how they do it in the movies*
    c. **Menu screens**:
       Gives ad visibility while gamers customize options.
       i. *I am not very aware of this type, I do not feel that it is that effective*
    d. **Lobby screens:**
       With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
       i. *Sounds good.*
    e. **Interstitial screens:**
       Can be inserted between option screens for greater visibility
       i. *I don't think anything should be added unnecessarily to the game.*
    f. **Audio:**
       From corporate jingle to 30 second spot, increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
       i. *The jingle may be ok, I wouldn't like a 30 second spot.*
    g. **Video:**
       Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
       i. *Again, I feel that begins to infringe on the game. I really feel matching the game to the ad would be key in this situation for it to work.*
    h. **3D objects:**
       Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

      i. I definitely like this kind because you don't have to stop the game to see the advertisement.

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
      i. No, not off of the top of my head
   b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
      i. They probably wouldn't bother me even if I could remember them.

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.
      i. I feel it is important that the ad doesn't add more time to the game than is necessary, for example if I have to read an ad or wait for an ad to occur before I can play I would not like the game as much.

Interview 2

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Raleigh, NC
Video game hours per week: 10-20
Video Game Consoles owned and / or played: Playstation 3, Xbox 360, Nintendo Wii, Computer games
Frequency of purchasing video games: Once or Twice a month
Frequency of renting video games: Once or Twice a month

Interview Questions
1. Are you aware of advertisements within video games?
    i. *Yes*
   b. What are your initial feelings towards them?
    i. *I feel that it brings in more revenue for the developers so they can make better games.*
   c. Explain in detail please.
    i. *With the extra money from the advertisements I feel that the developers can use that money to re-invest in the company so that they make better games.*
    ii. *What do you mean by better?*
    iii. *Better as in higher quality, better graphics, more realistic, those types of things.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
    i. *I mean, if they were overly excessive it would, but I feel in today's commercialized world you can expect to find advertisements anywhere you go and with anything you do.*
   b. Why or Why not?
    i. *I explained it before but ads are everywhere, you can either accept it or stay pissed off.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
    i. *Of course, to an extent, sometimes Pepsi isn't appropriate for shooting games but the ad can make sense for where it's at. I guess you could say that maybe it doesn't have to be appropriate for the game as much as appropriate for the environment of the game.*
   b. Why or why not?
    i. *Again, I explained it before but I do feel that there needs to be some sense of connection with the game and the ad being placed in the game.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
    i. *I guess it would deter more from purchasing the game more than playing the game.*
   b. Explain…

      i. I mean would give a game a chance at a friend's house for free or even rent it first before making the purchase if for some reason I felt that I wouldn't really like the game due to some factor such as overly excessive use of advertisements.

5. How would you describe the importance of the clarity of an in-game advertisement compared to a television or magazine advertisement?
        i. Clarity as in how easy it is to read the ad or understand it?
        ii. Yes, exactly.
        iii. Well, I guess it would be more important in video games because you don't ever stop to read them, I am sure they get stuck in your memory somehow though.

6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
    a. **Load screen:**
    Place ads where gamers linger in anticipation while waiting for game play to begin.
        i. I don't mind them
    b. **Game play areas:**
    Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
        i. I feel these are the best kinds.
    c. **Menu screens**:
    Gives ad visibility while gamers customize options.
        i. As long as they don't get in the way of what I am doing or make things more confusing.
    d. **Lobby screens:**
    With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
        i. These make sense to me because I have spent a lot of time in these "lobby" screens and if a new ad came up every time it might make good for something to read while I am waiting for a group to fill.
    e. **Interstitial screens:**
    Can be inserted between option screens for greater visibility
        i. Sounds unnecessary but I probably wouldn't even realize I had seen it.
    f. **Audio:**
    From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
        i. As long as it wasn't disrupting and it fit in with the game I wouldn't mind it.
    g. **Video:**
    Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
        i. I think this could be cool and make the game seem higher quality, as long as it looked good, and didn't stand out too much.

h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

    i. *I am used to these types and they are normally fine with me as long as the brand isn't used over and over and over again and there is some variety.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).

    i. *Jeez, I can't remember any specific but I know in some car games they use real cars that exist and have billboards for real companies. They also allow you to use real auto parts from real companies to upgrade your car to make it faster. Also, in Rock band you have real guitars and drum set you can use as well as you play songs from real artist. I guess that stuff counts as advertising.*

    ii. Yes, yes it does.

  b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

    i. *Sometimes I really like it because it makes it feel real, and that I can relate what I know about certain products, like which ones are nicer or more expensive and then I work to get that nicer guitar or car.*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

    i. *That's about it, I hope I helped you out.*

Interview 3

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Raleigh, NC
Video game hours per week: 4-10
Video Game Consoles owned and / or played: Xbox 360, Playstation 2
Frequency of purchasing video games: Once a month / every other month
Frequency of renting video games: Rarely / Once every couple of months

Interview Questions
1. Are you aware of advertisements within video games?
    i. *I am aware and know about it.*
    b. What are your initial feelings towards them?
        i. *I like it when I feel it is appropriate.*
    c. Explain in detail please.
        i. *My big thing is realism, like with sports games like NCAA 09 the Pontiac player of the game and other things such as billboards are pretty realistic. As long as it doesn't seem that it is forced. I don't like the forced feel of it. It has to be realistic, like if I was playing a medieval game and I am running around in the woods I don't want to see a Pepsi ad or a billboard.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
    i. *Yes*
    b. Why or Why not?
        i. *Because it gets annoying, it's really necessary. It makes it feel fake and dirty. Dirty as in cheap and selling out.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
    i. *Yes, very much so.*
    b. Why or why not?
        i. *It makes the game smoother. Not forced, more natural. You may notice it but it's not "in your face".*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
    i. *Yes*
    b. Explain…
        i. *If I had rented it or heard about it I wouldn't buy it because I heard it was chalk full of ads.*
5. How would you describe the importance of the clarity of an in-game advertisement compared to a television or magazine advertisement?
        i. *It depends on the advertisement. If it's part of the background I want it to be like it is in the real world. I would careless if it were a can of soda sitting on a counter.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

a. **Load screen:**
Place ads where gamers linger in anticipation while waiting for game play to begin.
   i. *They don't bother me because I am waiting anyway. It makes sense for someone to profit of that. I don't want to be sitting looking at a blank screen.*

b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
   i. *I am totally ok because I feel most of those are appropriate.*

c. **Menu screens**:
Gives ad visibility while gamers customize options.
   i. *It depends on how blatant or big the ad is. If it distracting me it would bother me. If it's giant or huge I wouldn't be happy about it.*

d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
   i. *I normally wouldn't be paying attention to those ads. I would normally be talking to people anyway.*

e. **Interstitial screens:**
Can be inserted between option screens for greater visibility.
   i. *Sounds annoying to me. If it's not necessary don't put it in the game.*

f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
   i. *I have never come across this, and I do not think I would like this at all.*

g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
   i. *I don't like this kind of advertising in games, if it doesn't seem like a real part of the game it's going to get on my nerves.*

h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
   i. *As long as it is applicable to the game it doesn't me.*

7. Can you tell me examples now of games you have played that have used these or any types of ads? (To the best of your ability).
   i. *Sports games have some pretty obvious ones, like Old Spice in NCAA. Tony Hawk has a lot of clothing purchases like Hurley shirts, and I feel I have seen Pepsi or Mountain Due in some modern day war games.*
   b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

         i. *The ones that I can think of don't bother me because they are correlated to real world experiences. Like players of the games and clothing sponsorships.*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

         i. *I am all about being anti-blatant abuse of advertising.*

Interview 4

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Winston Salem, NC
Video game hours per week: 8-10
Video Game Consoles owned and / or played: Xbox 360, Nintendo Wii, PS3 (occasionally)
Frequency of purchasing video games: Four a year (Once every four months)
Frequency of renting video games: Rarely

Interview Questions
   iv. Are you aware of advertisements within video games?
       i. *Yes*
     b. What are your initial feelings towards them?
       i. *I don't really mind it, I think it's cool. It shows how the video game industry has grown. Now watching a video game is like watching TV. I hear TV will be following the trends and ad types that they use in video game advertising.*
     c. Explain in detail please.
       i. *Explained above.*
   v. Would excessive use of in-game advertisements deter you from playing a video game?
       i. *Yeah if it was annoying. Billboards are fine with me but if it's excessive it would get annoying.*
     b. Why or Why not?
       i. *Explained above.*
   vi. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
       i. *Yeah*
     b. Why or why not?
       i. *I don't want to see Hello Kitty ads in my war shooting games.*
   vii. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
       i. *Not really unless I read a blog and found out about it before I played it then maybe.*
     b. Explain…
       i. *I would have to play it to find out so I guess I would have to buy I first.*
   viii.   How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
       i. *I think its cooler when the ads in games are harder to find or realize they are there. Like subconscious advertising.*
   ix. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

a. **Load screen:**
   Place ads where gamers linger in anticipation while waiting for game play to begin.
   i. *I see those and I am aware of them. The get annoying but if it's cool to watch I like but I feel like it is the least effective form of in game advertising because it doesn't seem very sincere.*

b. **Game play areas:**
   Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
   i. *I feel those are the most effective, it makes the game more realistic.*

c. **Menu screens**:
   Gives ad visibility while gamers customize options.
   i. *I am not aware of this form but I think it is more effective then the loading screen. It probably doesn't jump out at you as advertisements.*

d. **Lobby screens:**
   With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
   i. *I have never seen one in there. Do they do that?*
   ii. Yes they do
   iii. *I guess it wouldn't really affect me.*

e. **Interstitial screens:**
   Can be inserted between option screens for greater visibility
   i. *I feel they are a little excessive.*

f. **Audio:**
   From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
   i. *I am not too crazy about that because it's too much like an actual advertisement.*

g. **Video:**
   Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
   i. *Billboard would be cool but I am not a fan for that type of advertisement.*

h. **3D objects:**
   Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
   i. *I think this is cool because it makes the game more realistic.*

x. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
   i. *Need for Speed Carbon uses a Cingular cell phone, ads on billboards and even the cars.*

b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

    i. *I think it made the game more enjoyable because it is more realistic.*
     That's what video games are all about: living a virtual reality.

xi. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

    i. *The more ads in a game make me feel that the company gains more capital through ads and can lessen the price of a game for me. I would be more for the ads in games in this case especially if it helped the game get better graphics and storylines.*

Interview 5

Interviewee Info:
Age: 25
Sex: Male
Location of Residence: Wilmington, NC
Video game hours per week: 4-6
Video Game Consoles owned and / or played: Xbox 360
Frequency of purchasing video games: Once every other month
Frequency of renting video games: Once every six months

Interview Questions
1. Are you aware of advertisements within video games?
        i. *Not really*
    b. What are your initial feelings towards them?
        i. *I haven't really noticed it too much*
    c. Explain in detail please.
        i. *I feel that they must be trying to target a certain market, it doesn't seem like a large range of people.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
        i. *No*
    b. Why or Why not?
        i. *I don't think any marketing would affect a personal hobby as long as you still enjoy it.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
        i. *Yes*
    b. Why or why not?
        i. *I think it can only help to be more appropriate.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
        i. *Yes*
    b. Explain…
        i. *If it wasn't right for the game I wouldn't see why I would want to buy that product.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
        i. *Very important, if you can read it easily and quickly then what's the purpose of having it.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
    a. **Load screen:**
        Place ads where gamers linger in anticipation while waiting for game play to begin.

> i. *I don't mind it, usually you already hate the loading screen, so already having a negative emotion before you even read the ad could hurt the image of the brand.*

b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
> i. *I don't think there are negative I just don't think they are very effective. The only way it could be effective if you didn't know about the product or when it may be coming out.*

c. **Menu screens**:
Gives ad visibility while gamers customize options.
> i. *It wouldn't bother me unless it was moving or distracting.*

d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
> i. *I never played online before. But it sounds ok to me.*

e. **Interstitial screens:**
can be inserted between option screens for greater visibility
> i. *I don't think they should do these.*

f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
> i. *I think this would disrupt the game play.*

g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
> i. *This could be cool depending on the product and the advertisement.*

h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
> i. *I am familiar with this kind and I think it is the best kind to use.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
   a. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
   > i. *EA Sports games have bands and other songs where the label the artist and the name of the songs. I guess promoting the band.*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 6

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Apex, NC
Video game hours per week: 10-15
Video Game Consoles owned and / or played: Xbox 360, Nintendo Wii,
Frequency of purchasing video games: Six a year (Once every two months)
Frequency of renting video games: Every other weekend

Interview Questions
1. Are you aware of advertisements within video games?
   - i. *Yes*
   b. What are your initial feelings towards them?
      - i. *I really like them. Seeing brand labels like Goodyear, coca-cola, Oakley and so forth gives the games a much authentic feel versus made up names*
   c. Explain in detail please.
      - i. *Explained above.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
   - i. *Yes*
   b. Why or Why not?
      - i. *But only if it delayed game play or was something mandatory within the game, such as having to watch a video or wait for an advertisement. If it was anything that took away from the game play itself.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
   - i. *Yes*
   b. Why or why not?
      - i. *If it is not, it detracts from the game and really ruins the experience.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
   - i. *Yes*
   b. Explain…
      - i. *I play games to get away from the non-stop ads and materialism of TV*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
      - i. *I prefer it when it is only a brand label throughout the game, such as racing games that use Ford, BMW, Chevy, etc.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
   a. **Load screen:**
      Place ads where gamers linger in anticipation while waiting for game play to begin.

   i. *I see those and I am aware of them. The get annoying but if it's cool to watch I like but I feel like it is the least effective form of in game advertising because it doesn't seem very sincere.*

b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
   i. *I feel those are the most effective, it makes the game more realistic.*

c. **Menu screens**:
Gives ad visibility while gamers customize options.
   i. *I am not aware of this form but I think it is more effective then the loading screen. It probably doesn't jump out at you as advertisements.*

d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
   i. *I have never this.*

e. **Interstitial screens:**
Can be inserted between option screens for greater visibility
   i. *This one I could do without*

f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
   i. *I am not too crazy about that because it's too much like an actual advertisement. Right, and I feel like this distracts from the game, unless it is done in a colorful way incorporated into the game*

g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
   i. *Billboard would be cool but I am not a fan for that type of advertisement.*

h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
   i. *I think this is cool because it makes the game more realistic, more like branding*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
   i. *Forza uses branding on all the cars and parts, EA sports advertises for other games it has on games you buy, (Tiger Woods '09: one of the golfers you play has a 'Face Breaker' T-shirt-on), EA also uses a lot of branding on sports games, Nike swoosh's on jersey, T-shirts in TW*
   ii. *EA has menus in the options screen to preview other games they are developing/releasing, like full commercials, but all these are strictly optional and have no effect on game play. Such as "watch this and we will give you credits or achievement points, that would be a negative thing*

      b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

          i. *In general it makes games much more authentic and realistic, I like them*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

          i. *I much prefer games with real-world branding and advertisements vs. made-up ones.   But at the same time GTA is awesome and does great making up brands*

Interview 7

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Chapel Hill, NC
Video game hours per week: 10 - 12
Video Game Consoles owned and / or played: Xbox 360, PS3
Frequency of purchasing video games: Once every two months
Frequency of renting video games: Rarely (More like never)

Interview Questions
    i. Are you aware of advertisements within video games?
        i. *Yes*
    b. What are your initial feelings towards them?
        i. *I think it has become more obvious and more invasive than before but I do not mind as long as it doesn't interrupt the "game play". I recently noticed that NCAA Football '09 requires you to watch the "Pontiac game changing performance" highlight at the end, which is kind of annoying that you can't skip through it. Things like that should be optional.*
    c. Explain in detail please.
        i. *Explained above.*
    j. Would excessive use of in-game advertisements deter you from playing a video game?
        i. *Absolutely. It is the same as changing the channel on television during commercials. With video games, you can't change a channel, so the advertising could become way more invasive that television.*
    b. Why or Why not?
        i. *Explained above.*
    k. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
        i. *Certainly.*
    b. Why or why not?
        i. *Why would you market a product to the wrong demographic anyways?*
    l. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
        i. *If there was a forewarning from a friend or an internet post, then yes, I would not purchase the game; otherwise, I would probably find out after purchasing the item.*
    b. Explain…

> > > *i. If I was unaware of the excessive advertising before purchasing, and then aware after purchasing, it doesn't matter because by then the game is non-refundable.*

m. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?

> > *i. I think the importance of clarity in all advertising is high. Sometimes lower levels of clarity are used to arouse an investigative feeling about the ad and the product, yet too little clarity may have a negative effect. So overall, I think there should be enough clarity to get the point across, as it should be with all other marketing vehicles.*

n. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

> a. **Load screen:**
> Place ads where gamers linger in anticipation while waiting for game play to begin.
> > *i. If the load screen is necessary, then it shouldn't be a problem. However, in the gaming world load screens are not welcomed with a happy heart. This negativity could possibly be reverted back to the advertisement rather than the lengthy load time.*
>
> b. **Game play areas:**
> Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
> > *i. Definitely less invasive, which is key. This method seems more realistic and may give the game a more realistic "feel". So this is a great option.*
>
> c. **Menu screens**:
> Gives ad visibility while gamers customize options.
> > *i. It sounds a little excessive, however I don't recall coming in contact with this style of advertising.*
>
> d. **Lobby screens:**
> With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
> > *i. Possible naming the post-game chat lobby something like the "Sprite" Post Game lobby is not a bad idea, but nothing further than that.*
>
> e. **Interstitial screens:**
> Can be inserted between option screens for greater visibility
> > *i. That sounds too invasive and annoying as well.*
>
> f. **Audio:**
> From corporate jingle to 30 second spot, it increasingly supports the

ability to deliver seamless audio messaging without disrupting game play.

> i. *I would stay away from pretty much anything other than in game non-invasive advertising such as billboards and street signs, etc.*

g. **Video:**

Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.

> i. *This idea is to close to television pre- "TiVo", so I would definitely stay away from this option.*

h. **3D objects:**

Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

> i. *This sounds like a very good idea. Its more realistic and doesn't interrupt the game experience.*

o. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).

> i. *Need for Speed Carbon on PS3. They give you a cell phone that is sponsored by Cingular (I think).*

b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

> i. *The more realistic you can make a game, the better success the game will have. If you can appropriately place your product seamlessly within this experience, then your product should get very good exposure and reception.*

p. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

> i. *As long as the advertisement doesn't annoy me, I have no problem with them at all.*

Interview 8

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Rockville, MD
Video game hours per week: 4-8
Video Game Consoles owned and / or played: PS3
Frequency of purchasing video games: once a month
Frequency of renting video games: never

Interview Questions
1. Are you aware of advertisements within video games?
      i. *Yes*
   b. What are your initial feelings towards them?
      i. *Don't care if it is subtle. Only disgusted if it's NASCAR style advertising.*
   c. Explain in detail please.
      i. *Games like Metal Gear Solid 4 have very tasteful advertisements. For example, solid snake has an Apple iPod that is not only there as in-game advertisement but can also be used in the game as an mp3 player for songs collected throughout game. There are also energy drink that are advertisements and in game items that replenish energy and stress.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
      i. *Hell yes*
   b. Why or Why not?
      i. *It would seriously deter from the visceral experience if games like final fantasy or gears of war had a Pepsi banner on the back of the main character. I just couldn't take it seriously.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
      i. *Yeah*
   b. Why or why not?
      i. *One example is the use of advertisements used in sports games. Most sports games (Madden, NCAA, NBA Live, etc…) have advertisements tied into their presentations (ex: the Pontiac drive summary). These seem appropriate because most people that watch sports are used to broadcasters including advertisements like these during real games.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
      i. *Most likely not if the game is excellent. It would be a deal breaker for an average game.*
   b. Explain…
      i. *If it is a 90 or above a metacritic than I could accept excessive ads. If under than no.*

5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
    i. *It would be more fun to have more creative types of advertisements that tied into game play. Ex: give me a Pepsi can to drink in the game instead of Pepsi banner to look at.*

6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
    a. **Load screen:**
    Place ads where gamers linger in anticipation while waiting for game play to begin.
        i. *Don't mind. I look at it like a commercial. Not part of the game.*
    b. **Game play areas:**
    Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
        i. *Not a fan. The only type of games this would work for are games like GTA or saints row based in the real world. In more fantastical games these would deter from the experience.*
    c. **Menu screens**:
    Gives ad visibility while gamers customize options.
        i. *Don't mind.*
    d. **Lobby screens:**
    With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
        i. *Wouldn't mind too much.*
    e. **Interstitial screens:**
    Can be inserted between option screens for greater visibility
        i. *These sound like they would slow down my ability to navigate menus. That would be horrible.*
    f. **Audio:**
    From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
        i. *Only if it's relevant to the game. Otherwise hell no.*
    g. **Video:**
    Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
        i. *Once again if it's relevant to the game's setting I wouldn't care (i.e. GTA, Saint's row) but this would be ridiculous to see in games like final fantasy.*
    h. **3D objects:**
    Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
        i. *I would be ok with this as long as it's not just a random piece of crap in a game but has some sort of functionality.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
     i. *MGS4 → iPod you can use in game, energy drink you can use in game, Sony Handicam*
     ii. *Sports game have several tied into presentation*
     iii. *That's all I can recall*
   b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
     i. *I liked MGS4s use because it actually added to game play.*
8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

     In reality if triple A games started including in game advertisements of any sort and kept the game just as good I would be powerless to do anything about it.

Interview 9

Interviewee Info:
Age: 23
Sex: Male
Location of Residence: Huntington, WV
Video game hours per week: 1-2
Video Game Consoles owned and / or played: Nintendo Wii, Xbox 360 (occasionally)
Frequency of purchasing video games: 1 – 2 a year
Frequency of renting video games: Never

Interview Questions
1. Are you aware of advertisements within video games?
   i. *Yes*
   b. What are your initial feelings towards them?
      i. *I don't mind it, the ads have to get out there somehow, since everyone has DVR or TiVo now putting them in commercials just doesn't work anymore so companies have to find a new way to market their goods.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
   a. Why or Why not?
      i. *It would depend on how excessive it was and what product they were trying to sell. If the product had nothing to do with the game at all then it would be a bit ridiculous to repeatedly advertise it. But if it went seamlessly into the game then I wouldn't care.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
   a. Why or why not?
      i. *Yes, it would be pointless for the company to advertise something that is not what the game player would be interested in.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
   a. Explain…
      i. *It would depend on how good the game was, if it was really good then I guess I would suffer through it, but if the game was just average and I could play pretty much the same thing without the ads somewhere else I would.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
      i. *It is much better when ads are subtly inserted into games, it adds to the realism of the game itself.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
   a. **Load screen:**
      Place ads where gamers linger in anticipation while waiting for game play to begin.

i. *Any load screen annoys me, but I know that they have to be there so why not put an ad up.*
b. **Game play areas:**
    Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
    i. *I enjoy the realism they bring to the virtual environment of the game.*
c. **Menu screens**:
    Gives ad visibility while gamers customize options.
    i. *I haven't seen that type, but as long as it doesn't take up most of the screen I guess I wouldn't mind it.*
d. **Lobby screens:**
    With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
    i. *I don't play online*
e. **Interstitial screens:**
    Can be inserted between option screens for greater visibility
    i. *That would be too much, just an extra screen I would have to skip through to get to the game.*
f. **Audio:**
    From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
    i. *That is too much*
g. **Video:**
    Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
    i. *Billboards would work but the others would be too much*
h. **3D objects:**
    Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
    i. *These are the best type of ads one could put into the virtual world.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
    i. *I don't know any*
    b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
        i. *N/A*
8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.
9.

Interview 10

Interviewee Info:
Age: 24
Sex: Male
Location of Residence: Greenville, NC
Video game hours per week: 6-10
Video Game Consoles owned and / or played: Xbox 360, Nintendo Wii
Frequency of purchasing video games: Once every 2 months
Frequency of renting video games: Rarely to never

Interview Questions
1. Are you aware of advertisements within video games?
   - i. *Yes*
   - b. What are your initial feelings towards them?
      - i. *I think that it makes the game more realistic. Whether we like it or not sponsorships and investment opportunities for businesses in sports is becoming more and more prevalent. It is a trend that is good for sports but also needs to be somewhat regulated.*
   - c. Explain in detail please.
      - i. *Explained above.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
   - i. *The only way that I would stop playing the games is if the ads started interfering with the game play. If the game became slower to incorporate ads then that would be the last straw.*
   - b. Why or Why not?
      - i. *Explained above.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
   - i. *Yes*
   - b. Why or why not?
      - i. *I do not want to see maxi tampon stadium in my madden game that is just not very manly.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
   - i. *No I don't think so unless I read a bad review about the game before hand.*
   - b. Explain…
      - i. *I would have to rent the game first before I purchased the game.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
      - i. *Clarity of the advertisement is very important because in a video game you have only a couple of seconds to get your product noticed therefore your icon should be something that people recognize not something they*

have to think about. Be brief but have quality in the messaged being relayed to the consumer.

6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

    a. **Load screen:**
Place ads where gamers linger in anticipation while waiting for game play to begin.

        i. *These are ok with me because what else are you going to look at while the game loads.*

    b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.

        i. *I think these are the most effective because they catch the gamer's eye.*

    c. **Menu screens**:
Gives ad visibility while gamers customize options.

        i. *I was not aware of these advertisements but I will keep my eyes open for them now.*

    d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.

        i. *Did not know that they did this*

    e. **Interstitial screens:**
Can be inserted between option screens for greater visibility

        i. *I feel they are excessive.*

    f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.

        i. *I think this makes the game to corporate.*

    g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.

        i. *This is a good way to catch the audience attention.*

    h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

        i. *I think this makes the game very realistic*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).

        i. *Grand theft auto has bill board advertisements all over the city in the game,*

    b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?

        i. *I like it because I feel like I am actually in the game sometimes.*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 11

Interviewee Info:
Age: 18
Sex: Male
Location of Residence: Raleigh, NC
Video game hours per week: 2-3
Video Game Consoles owned and / or played: DS PSP Wii PS3 Xbox 360
Frequency of purchasing video games: 1 every three months
Frequency of renting video games: 1 every 6 months

Interview Questions
1. Are you aware of advertisements within video games?
        i. *Yes*
   b. What are your initial feelings towards them?
        i. *It's necessary for the medium to evolve to finance better games.*
   c. Explain in detail please.
2. Would excessive use of in-game advertisements deter you from playing a video game?
        i. *No, not necessarily, if the game was really good it wouldn't be a problem but if it got to a point where I couldn't enjoy the game it would bother me.*
   b. Why or Why not?
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
        i. *Of course, if you're playing Final Fantasy and there is a Coke ad if would take you out of the mode. I feel that ads are only appropriate for games set in modern day.*
   b. Why or why not?
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
        i. *Not at all, if it's good I will get it no matter what.*
   b. Explain…
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
        i. *It needs to be more clear because your attention is diverted to many things during games. Especially in cut scenes.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
   a. **Load screen:**
   Place ads where gamers linger in anticipation while waiting for game play to begin.
        i. *Fine with me.*
   b. **Game play areas:**
   Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
        i. *I laugh at them some time because they are so out of place.*

c. **Menu screens**:
Gives ad visibility while gamers customize options.
   i. *I haven't seen them there but that is where I am trying to concentrate the most.*
d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
   i. *That's perfectly fine with me because I am not doing anything involving action and you can update it frequently.*
e. **Interstitial screens:**
can be inserted between option screens for greater visibility
   i. *That would slow down my game play and I wouldn't want to play it anymore.*
f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
   i. *There fine with me depending on where they are put.*
g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
   i. *Probably the most effective, again as long as it doesn't slow down or distract my game play it will be fine.*
h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
   i. *That kind of pushes it for me, it makes it seem more like selling out. Unless it fits in with the game play then I wouldn't like it.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
   i. *I haven't noticed any, nothing has been really blatant in my opinion.*
   b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
   i. *None since I can't recall any.*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 12

Interviewee Info:
Age: 26
Sex: Female
Location of Residence: Raleigh, NC
Video game hours per week: 0-2 (socially)
Video Game Consoles owned and / or played: Nintendo Wii
Frequency of purchasing video games: 1-2 per year
Frequency of renting video games: 1-2 per year

Interview Questions
1. Are you aware of advertisements within video games?
     i. *Not really.*
   b. What are your initial feelings towards them?
     i. *It doesn't bother me.*
   c. Explain in detail please.
     i. *Because then I get to see the new stuff that's coming out while I play my games.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
     i. *Maybe*
   b. Why or Why not?
     i. *If it got overwhelming and I couldn't pay attention the game.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
     i. *Not really in my opinion.*
   b. Why or why not?
     i. *Because it could be an ad for Coke while you're playing a game and that doesn't bother me. As long as it's appropriate for the right age group.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
     i. *Sure.*
   b. Explain…
     i. *Same reason as before.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
     i. *Very, it needs to be very clear, otherwise I am not going to pay any attention to it.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
   a. **Load screen:**
      Place ads where gamers linger in anticipation while waiting for game play to begin.
     i. *That would be good I think.*

b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
  i. *These sound good as well.*
c. **Menu screens**:
Gives ad visibility while gamers customize options.
  i. *I don't like these because I feel they are interfering with the game.*
d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
  i. *It wouldn't affect me because I don't play online.*
e. **Interstitial screens:**
can be inserted between option screens for greater visibility
  i. *I don't like the sound of that.*
f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
  i. *Yeah, as long as it was seamless and also because I wouldn't have to pay attention to it as much.*
g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
  i. *30 seconds is kind of long but a quick one wouldn't bother me.*
h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
  i. *Yeah that would be cool as long as it was part of the game.*
7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
  i. *Just SIMS using IKEA furniture expansion packs for the game.*
 b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
  i. *It could be good and it could be bad as long as it isn't overused.*
8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.
  i. *I think it also good because it can make the game seem more real because you can relate to real world stuff.*

Interview 13

Interviewee Info:
Age: 21
Sex: Male
Location of Residence: Apex, North Carolina
Video game hours per week: 10
Video Game Consoles owned and / or played: Xbox 360, Nintendo Wii
Frequency of purchasing video games: Once every other month
Frequency of renting video games: Twice a month

Interview Questions
1. Are you aware of advertisements within video games?
    a. *Yes*

    What are your initial feelings towards them?
    b. *Can potentially provide insightful information about the product and assist me in making a decision if I believe something is worth buying.*
    Explain in detail please.
    c. *If I am a sports game type of guy, I do not want to see ads for RPG type players, and vice versa with RPG players.*

2. Would excessive use of in-game advertisements deter you from playing a video game? Why or Why not?
    a. *Yes, if I am playing a game the last thing I want to see are commercials. I get annoyed enough waiting for games to load, plus with in-game advertisement the risk of freezing is more prevalent which is a gamer's worst nightmare.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
    a. *If used in games, I think they need to be similar to the game being played.*

    Why or why not?
    b. *When I first see a game on TV, my initial feelings are based upon graphics and the short clip of game shown. From there I make a decision if I would like to try the game out via rental or just buy it or completely ignore it.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
    a. *Yes if I caught wind that during Madden there were continual references to the legend of Zelda I would be tempted to play the previous year's version or another version that was advertisement free.*
    Explain…
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
    a. *I think the in game advertisement needs to be very clear, but at the same time very subtle. The advertisement should not take away from the game at hand.*

6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

Load screen:
Place ads where gamers linger in anticipation while waiting for game play to begin.

a. *This is a good idea, doesn't distract from the game, and this is a time where gamers have to wait anyways why not show something. Almost like a preview to a movie, you know they're going to be there you just hope for something good.*

Game play areas:
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.

b. *When I play a racing game I want the crowd chanting my name and holding my signs, not signs that say "Coming in November..." Could be effective but also could take away from the original game.*

Menu screens:
Gives ad visibility while gamers customize options.

c. *Too much distraction and would cause the screen to be "too busy."*

Lobby screens:
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.

d. *This would provide the most feedback for advertisements as players would talk about them.*

Interstitial screens:
can be inserted between option screens for greater visibility

e. *This would upset me, I don't want to have to "press A" to keep getting past advertisement.*

Audio:
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.

f. *Needs to be tasteful, such as John Madden commentating on a game and saying something briefly about MLB 2009 coming out soon, but off the wall comments wouldn't work.*

Video:
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.

g. *Once again I think if this is just background noise that's just what it's going to be...background noise.*

3D objects:
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

i. *This would be the best for getting names in people's minds, especially in Mario Kart or games similar in which players would anticipate getting certain corporate logos for added bonus.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
    a. *Saints Row and Grand Theft Auto both used a great deal of the background advertisements.*
    What are your feelings towards them with respect to the likeability and enjoyment of the video game?
    b. *Didn't really add or take away from the game too much, just there.*
8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 14

Interviewee Info:
Age: 23
Sex: Female
Location of Residence: Raleigh, NC
Video game hours per week: 1-3
Video Game Consoles owned and / or played: Wii and Cell phone games
Frequency of purchasing video games: 3-4 times a year
Frequency of renting video games: Never

Interview Questions
1. Are you aware of advertisements within video games?
   i. *Yes*
   b. What are your initial feelings towards them?
      i. *I feel that it's pretty innovative*
   c. Explain in detail please.
      i. *I think there are many ways in which video games can be used for ads, I also feel it hasn't reached its full potential yet*
2. Would excessive use of in-game advertisements deter you from playing a video game?
   i. *No, as long as it didn't take away from the game.*
   b. Why or Why not?
      i. *I think if they are done correctly it would just be another part of the game, not something that seemed disjointed from the game.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
   i. *Yes.*
   b. Why or why not?
      i. *I think the ultimate goal of in game advertising is to effectively advertise the product without taking away from the game.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
   i. *Yeah.*
   b. Explain…
      i. *Then I would feel that I am purchasing an advertisement, and I am already bombarded with ads in every other aspect of my life.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
      i. *I think the clarity is highly important because the screens change so quickly that they need to be brief, succinct and clear in order to get its point across. If its lengthy it would disrupt the game.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.

a. **Load screen:**
Place ads where gamers linger in anticipation while waiting for game play to begin.
   i. *Fine with that. As long as it doesn't lengthen the time of the loading screen.*
b. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
   i. *I like those types.*
c. **Menu screens**:
Gives ad visibility while gamers customize options.
   i. *I feel that they may make the screen too congested.*
d. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
   i. *I am ok with that.*
e. **Interstitial screens:**
can be inserted between option screens for greater visibility
   i. *I don't mind as long as they don't interrupt me while I am playing.*
f. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
   i. *Sounds like a neat idea.*
g. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
   i. *I don't know if I would really like this. I feel the video would be too lengthy.*
h. **3D objects:**
Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
   i. *I am totally fine with that. I like it even more if the graphics of the products are really good.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
   i. *Not off of the top of my head, sorry.*
   b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
      i. *N/A*
8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 15

Interviewee Info:
Age: 24
Sex: Male
Location of Residence: Whiteville, NC
Video game hours per week: 3-5
Video Game Consoles owned and / or played: Xbox 360
Frequency of purchasing video games: Every other month
Frequency of renting video games: Rarely

Interview Questions
1. Are you aware of advertisements within video games?
   i. *Yes*
   b. What are your initial feelings towards them?
      i. *Don't really care they are just trying to make money*
   c. Explain in detail please.
      i. *Explained above.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
   i. *No I wouldn't as long as it isn't over the top.*
   b. Why or Why not?
      i. *Explained above.*
3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
   i. *Yes*
   b. Why or why not?
      i. *Because it would look dumb to see Mickey Mouse in Call of Duty and I'm not four years old.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
   i. *Not really because I would know about it before I bought the game.*
   b. Explain…
      i. *I would have to play it to find out so I guess I would have to buy I first.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
   i. *I like it if the ads are there but you don't know it.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
   a. **Load screen:**
      Place ads where gamers linger in anticipation while waiting for game play to begin.
      i. *Don't mind them as long as they are fun to watch.*
   b. **Game play areas:**
      Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.

     i. This type of add is realistic so I don't mind it.
 c. **Menu screens**:
   Gives ad visibility while gamers customize options.
     i. Don't mind them because I don't pay much mind to them.
 d. **Lobby screens:**
   With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
     i. I have not experienced this.
 e. **Interstitial screens:**
   Can be inserted between option screens for greater visibility
     i. These are not needed they should stick with the big sellers.
 f. **Audio:**
   From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
     i. Don't like these I'm not watching TV I want to hear the game
 g. **Video:**
   Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
     i. Billboard would be cool but I am not a fan for that type of advertisement.
 h. **3D objects:**
   Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.
     i. This is fine because it is part of the game and does not interfere with game play.

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
     i. Nascar
 b. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
     i. I think it made the game more enjoyable because it is more realistic. That's what video games are all about: living a virtual reality.

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.

Interview 16
Interviewee Info:
Age: 18
Sex: Male
Location of Residence: Cary, NC
Video game hours per week: 5 hours
Video Game Consoles owned and / or played: PS2 and Xbox
Frequency of purchasing video games: 2 a year
Frequency of renting video games: Never

Interview Questions

1. Are you aware of advertisements within video games?
    i. *Yes*
    b. What are your initial feelings towards them?
        i. *I feel that advertising in video games makes them more realistic*
    c. Explain in detail please.
        i. *I play many sports games and the advertisements make the stadiums and other products in the game look more real.*
2. Would excessive use of in-game advertisements deter you from playing a video game?
    i. *Yes*
    c. Why or Why not?
        i. *If the advertising got in the way of game play it would be like commercials on TV and we invented DVR to skip the commercials on TV.*

3. Do you feel that the advertisements need to be appropriate to the game in which they are being advertised?
    i. *Yes*
    b. Why or why not?
        i. *Yes because advertisements not related to the game would take away from the video game's authentic experience.*
4. Would in-appropriate or excessive ads in a game deter you from purchasing the video game?
    i. *Yes*
    b. Explain…
        i. *Video games are supposed to put you in the middle of the action instead of watching it on TV.*
5. How would you describe the importance of the clarity (how clear the ad is to read and understand) of an in-game advertisement compared to a television or magazine advertisement?
    i. *I like it when the advertisement is short and to the point like brand labels.*
6. I am now going to explain to you a few different types of in-game advertising and you tell me your feelings on these types of ads.
    b. **Load screen:**
       Place ads where gamers linger in anticipation while waiting for game play to begin.

      i.   *Loading screen ads don't seem to be effective to me because they* are boring.

  c. **Game play areas:**
Environmental opportunities vary according to game genre, from billboards and mega-posters in city streets, to trackside hoardings in sports and racing games.
      i.   *I like these the best because it adds to the authenticity.*

  d. **Menu screens**:
Gives ad visibility while gamers customize options.
      i.   *These ads are not always as noticeable because the gamer is paying attention to other things. I wasn't aware of them.*

  e. **Lobby screens:**
With a significant amount of time in online games spent in 'lobby' screens engaging in pre-and-post-game chat, this is a great opportunity to reach groups of people as well as individuals with social and community messaging.
      i.   *I have never seen one there but it would not bother me.*

  f. **Interstitial screens:**
Can be inserted between option screens for greater visibility
      i.   *This delays the game and would get annoying.*

  g. **Audio:**
From corporate jingle to 30 second spot, it increasingly supports the ability to deliver seamless audio messaging without disrupting game play.
      i.   *I would rather have the advertisement incorporated into the game instead of listening to it.*

  h. **Video:**
Full motion video of between 5 and 30 seconds can be delivered to in-game video screens in billboard format, or into loading or interstitial screens for a truly captive audience.
      i.   *I wouldn't mind these as long as they are entertaining.*

  i. **3D objects:**

Almost any conceivable three-dimensional object such as your corporate logo or latest product can be modeled and dynamically served as background objects or even a collectable power-up, creating a lasting impression on the user.

      i.   *3D objects could be more captivating for the gamer but also be distracting.*

7. Can you tell me examples now of games you have played that have used these types of ads? (To the best of your ability).
      i.   *In FIFA 08 the boards alongside the soccer fields are lined with advertisements for real products.*

  c. What are your feelings towards them with respect to the likeability and enjoyment of the video game?
      i.   *In general it makes games much more authentic and realistic, I like them*

8. Thank you for your time and please feel free to tell me any other feelings you have towards the topic.