

Bigpoint Selects SponsorPay For Exclusive In-Game Advertising Via BrandEngage

BERLIN, Germany (September 20, 2011) – SponsorPay, the leading global cross-platform advertising solution, has partnered with Bigpoint, a top browser games publisher, to make BrandEngage the exclusive in-game advertising platform for the latter’s casual games in Europe.

Over the past few months, advertisers have been flocking to casual gaming’s global audience of over one billion players. These users exhibit both higher engagement rates than traditional media as well as stronger inclination to interact with ad campaigns. According to a recent report by Saatchi & Saatchi and Ipsos OTX MediaCT, two in five consumers prefer to receive new product information through messaging in online games versus 3% who opt for TV/radio advertising.

SponsorPay’s BrandEngage is a [powerful new advertising product](#) that combines the trends of integrated advertising and interactive ad units with online, social and mobile games. It enables video ads to be presented in a variety of ways – including dynamic game-overlays and in-game integrations – which allow users to engage with campaigns according to their convenience, resulting in average completion rates higher than 90%. Moreover, BrandEngage facilitates post-view user actions – such as social shares, registration and surveys – to also be triggered, enabling advertisers to achieve further branding, viral distribution, user acquisition or market research objectives. In addition, SponsorPay’s large customer base solves traffic fragmentation problems and allows ads to be directed to user groups with specific attributes based on campaign goals.

“We’re very excited about our new partnership with Bigpoint. Their expansive and diverse user base will allow us to fully exploit the targeting capabilities of BrandEngage, thereby delivering maximum value to our advertiser partners as well as driving revenue growth for Bigpoint,” said Janis Zech, CRO and co-founder of SponsorPay.

Bigpoint, the leading global browser-based game provider, counts more than 220 million international users who speak over 30 languages. The company’s highly successful casual games portfolio includes ZooMumba, Skyrama, RamaCity and, most prominently, Farmerama, a popular virtual farming game with more than 30 million registered users. The demographics of the players of these games are very different from the average gamer – they’re typically women aged 35 to 45 who are eager to consume online content.

“Monetization is crucial to the success of our free-to-play model and we believe BrandEngage provides us with the best possible solution to convert top-of-the-funnel users. SponsorPay has a proven track record of delivering superior performance so it was an easy choice,” said Nils-Holger Henning, CCO and CMO at Bigpoint.



About SponsorPay

SponsorPay is the leading global cross-platform advertising solution for the monetization of premium content or virtual currency on social networks, virtual worlds, mobile apps as well as online games and services.

The company's innovative product suite creates value for different entities, enabling

- advertisers to acquire new customers and grow sales via performance marketing,
- media agencies and consumer brands to effectively interact with their desired audience, enhance brand recognition and measure the impact of their engagement campaigns,
- developers/publishers of mobile, social and online games or services to monetize non-paying users and increase overall ARPU, and
- users to earn virtual currency or access to premium content through participation in targeted advertising offers.

SponsorPay partners with leading publishers Ubisoft, Bigpoint, Gameforge and NHN as well as developers Gameview Studios (DeNa), Creative Mobile and Playdom (Disney) on platforms such as Facebook, iOS and Android. The company runs successful campaigns for renowned advertisers including Vodafone, Coca-Cola and Nike.

A commitment to a localized, high-quality user experience has allowed SponsorPay to reach over 120 million customers across more than 100 countries. Investors include Team Europe, Hasso Plattner Ventures, Kite Ventures and Nokia Growth Partners. The company is headquartered in Berlin with offices in San Francisco, London, Paris and Tokyo.

About Bigpoint

Bigpoint (<http://www.bigpoint.com>) is an online-game developer, publisher and content provider for large media concerns. Bigpoint-developed games are played by over 200 million people in more than 25 languages, are free-to-play anytime, anywhere, and require no download or installation. The company's portfolio includes games in a quality which until now was associated exclusively with CD or console games. Over 700 employees from some 35 countries work at the world's largest supplier of browser-based games; at the company headquarters in Hamburg, Germany or at one of the other locations in Berlin, San Francisco, São Paulo and Malta. For more information or press material, please visit the press area at www.bigpoint.net.



Contact Information

Projjol Banerjea

SponsorPay GmbH

Ackerstr. 14/15

10115 Berlin Germany

+49 30 20 21 56 62 2

press@sponsorpay.com

www.sponsorpay.com/press