

Abstract

Author: Mary Jo Wallace

Degree: Master of Computer Science, Interactive Digital Media

Title: “A Tale of Two Industries” – How In-Game Advertising Exemplifies the Requirements of Modern Advertising

Supervisor: Charlene Putney

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The advertising industry is an exciting example of how creativity can be utilised in business. The video-game industry is an exciting example of how business can realise the creative process. The requirements of modern advertising, and most especially in-media advertising, have evolved significantly due to the rapid development of digital technologies. This research paper hypothesises that in-game advertising exemplifies the implementation of these requirements.

This report explores and evaluates the connection between the advertising industry and the gaming industry. This involves an analysis of how the development of digital technologies and the necessity of innovation have created a link between two areas vastly disparate in their conceptualisation and role in modern society.

This paper identifies in-media advertising as an exceptional implementation of how advertising has been forced to evolve by digital technologies. The central requirements of modern advertising are revealed to be those of *engagement* and *interactivity*, and the dominant requirements of in-media advertising to be *congruency* and *innovation*. It is the latter of these elements which is analysed through for, as a branch on in-media advertising, in-game advertising inherently possess the former attributes.

An evaluation of these industries reveals a number of intriguing development including how gaming and advertising appear to have matured enough to develop beyond the remit of the mentality that advertising is simply an offshoot of selling. An analysis of the potential for advertising to develop social and political influence reveals how gaming has substantially fulfilled the evolved requirements of modern advertising.

This research finds that video-games do not merely implement the central requirements of modern advertising but have generated a means of creating in-game advertising that is both innovative and congruent to the user. Gaming exemplifies the developments of in-game advertising and provides a contextualisation for the concept that technological progress is not necessarily to the detriment of the advertising industry.