

UNITY 2022 GROWTH

- 3.4B** monthly active users feeding Unity's contextual advertising models
- 26%** of daily active users watch at least one ad
- 3X** growth in mobile ad revenue in the Americas
- +32%** IAP revenue growth globally across Unity games
- +28%** ad revenue growth globally across Unity games
- +30%** total revenue growth globally across Unity games
- +50%** growth in playerbase retaining the pandemic spike
- +31%** growth in developers building on Unity
- +93%** growth in games published globally across Unity games

The games industry is the largest and most engaged audience of any form of media today, with more than four billion monthly active users that we expect will continue to grow in scale and engagement... Less than 3% of players pay for their games. So an ad-supported model that is based on performance outcomes, will always be a major part of the business model for game developers and there remains substantial opportunity for increased ad exposure in gaming.

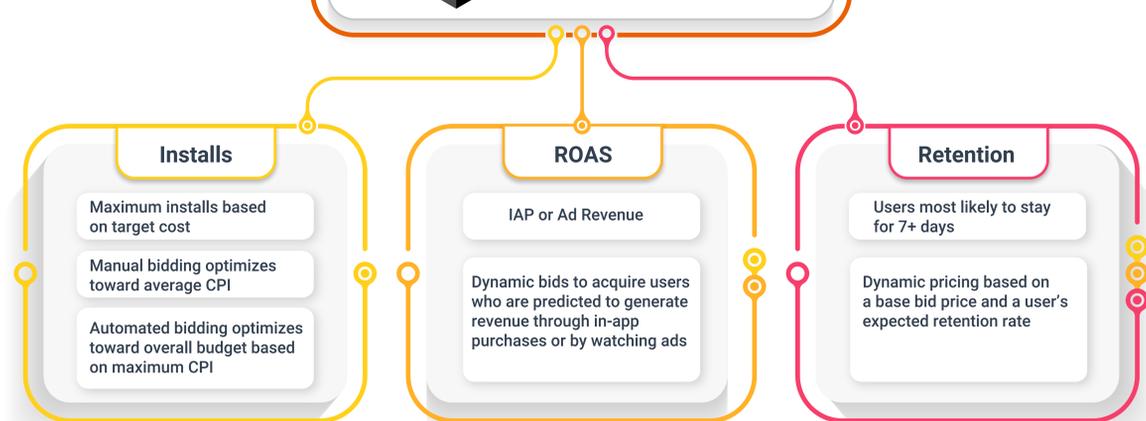
John Riccitiello
Unity President, CEO & Executive Chairman

In-Game Ad Receptivity

- 62%** of players engage with one or more rewarded videos a day
- 64%** of players engage with in-game ads over sponsored social media posts
- 94%** of mobile game devs use ads in their free-to-play games
- 68%** of mobile game devs use more than one ad format in their games
- 82%** of players prefer free-to-play games with ads over paid games
- 76%** of millennials prefer opt-in rewarded video over interstitials
- 74%** of high-income users prefer opt-in rewarded video over interstitials
- 77%** of players are willing to watch an ad to receive a discount from a retailer

UNITY CAMPAIGNS, TESTING & BIDDING

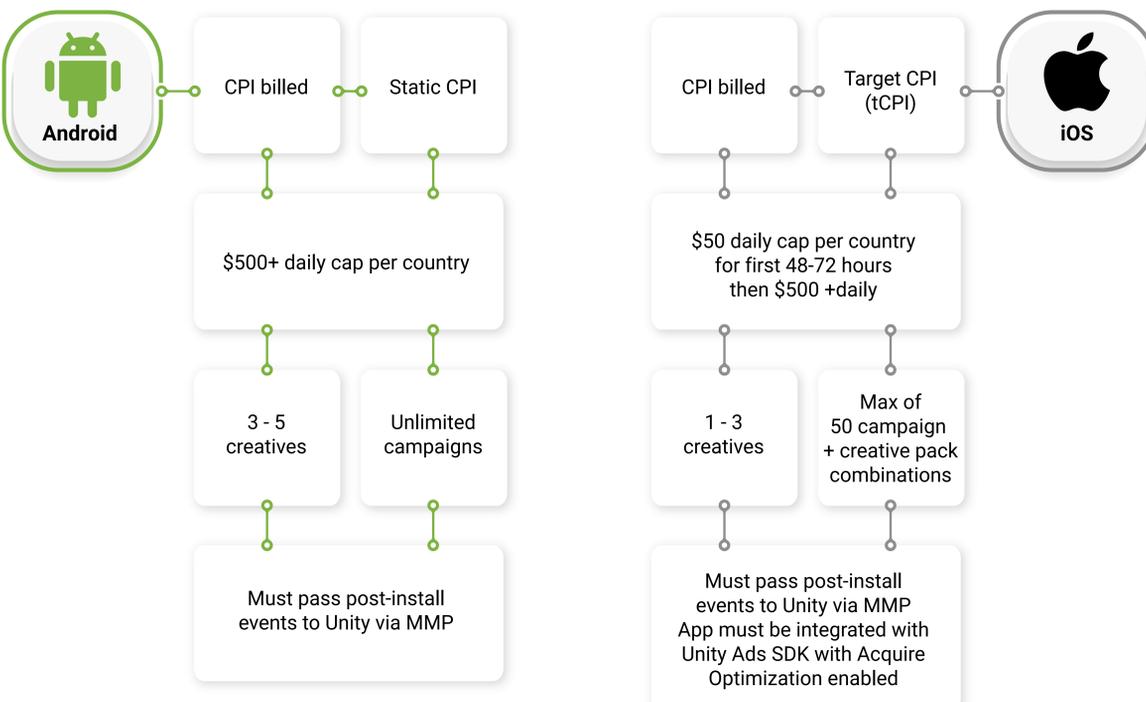
Campaign Types



Campaign Recommendations

- \$50+** daily cap
- \$500+** campaign budget
- 1 Week** campaign duration
- 1 week testing phase for 3-5 creatives
- Diversify ad types and duration to maximize reach
- Run each campaign type simultaneously
- Wait 3+ days on install campaigns for accurate eCPIs and tCPIs comparison
- Wait 9+ days on ROAS/retention campaigns for accurate eCPIs and tCPIs comparison
- Start with lower max bid for new campaigns and geos to improve prediction accuracy
- Bids are dynamically priced on predicted value and setting a low bid typically yield fewer and lower value installs
- Very high ROAS targets yield very low bids that are unlikely to win impressions
- Base D7 ROAS goals on a gross revenue figure to achieve realistic ROAS performance
- Set max CPI bid at 2-3 times beyond the base bid
- Target different bids for iPad and iPhone with a higher bid for iPad

ANDROID VS. iOS UA CAMPAIGNS



UNITY CREATIVE SPECS

Video	End Cards: Static & GIF	Playables	End Cards: Video & Playable
Under 30 secs	JPG, PNG, or GIF format	One HTML index file (index.html) with all assets inlined	Video end cards follow specs for video ads
H.264-encoded MP4	800 x 800 preferred	Under 5 MB	Playable end card follow all specs for video ads
Recommended file size: 10 MB	800 x 600 (4:3) or 600 x 800 (3:4) accepted	Compliant with the mobile rich media ad interface definitions (MRAID)	Call-to-action (CTA) button leads to Play Store or App Store; no automatic or first-touch redirect
Maximum file size: 100 MB	100-pixel buffer for dynamic cropping	Android version 4.4+ iOS version 9.0+	Playable can start along with video
16:9 or 9:16		Portrait and landscape both required	
Supply is 80% portrait and 20% landscape		No network requests (XHR) or user or device identifiers	
Provide both orientations to maximize reach and optimization			
End card required			

Our Expertise

- \$3.5B** in creative and social ad spend managed for the world's largest apps and performance advertisers
- 100K** videos and images created and tested for clients each year across networks
- 25K** A/B and multivariate tests using real-time analysis and optimization