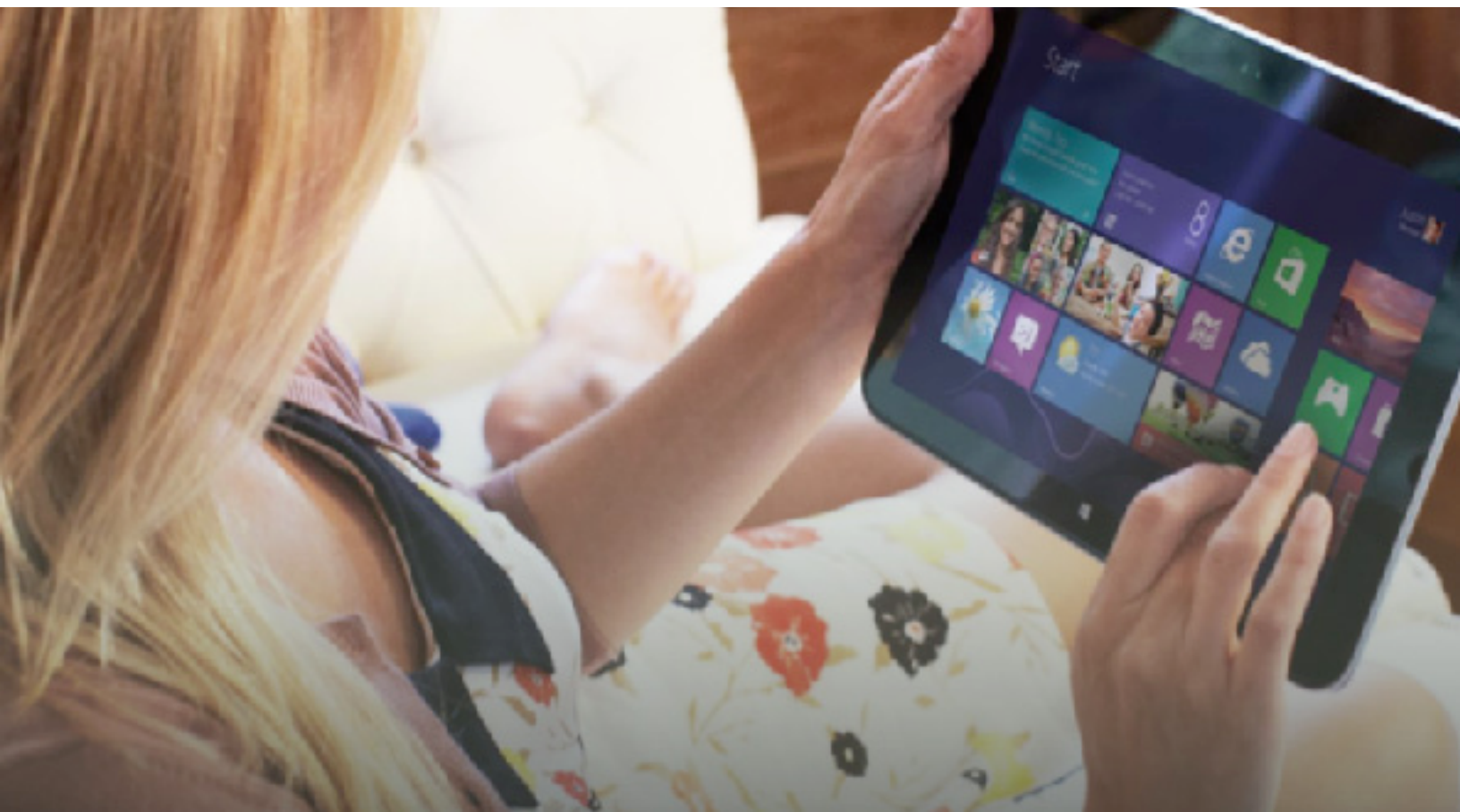




Classic games reimaged

Microsoft Casual Games includes classic games like Solitaire, Mahjong, Jigsaw, Minesweeper, Sudoku, Jackpot, Treasure Hunt, Bingo, and Ultimate Word Games built into all Microsoft operating systems.

These free-to-play classic games are family-friendly favorites and reach a deep, broad-ranging audience from young adults to more experienced gamers in their twilight years — enabling advertisers to reach the whole family or specific demographics.



Free-to-play games are more broadly used by both men and women than paid content, especially within older age groups. According to a recent report, gamers play casual single-player games more than any other type (Limelight Networks).

SpotX is the #1 video ad ecosystem

Providing Microsoft Casual Games inventory across desktop and mobile devices accessible through the open marketplace or private marketplaces – including automated guaranteed.

With SpotX and Microsoft Casual Games, you can reach highly engaged gaming audiences on their device of choice.

Devices	Desktop, Mobile App
File format	Vast 3.0/VPAID 2.0
Video length accepted	:06/: 15/:30
PMP available	Yes



All Age Groups



Casual Gamers



Microsoft OS users



**1:1
Publisher DIDs**



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**Microsoft
Casual Games**

+

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