

SMARTPHONE IS THE NEW TV & ONLINE GAMING IS THE NEW ENTERTAINMENT

40 OUT OF 100 MEN & 35 OUT OF 100 WOMEN

play online games at least 5 days a week**

31 CRORE
online gamers by 2021***

WHY GAMING?

Time spent on smartphone is **7X** that of TV*

*Source: Kleiner Perkins internet trends 2017
**Source: Forbes Survey
*** Source KMPG online gaming report 2017

UNIQUE PLATFORM

To reach 350k consumers across 100 cities, every day

DIVERSIFIED TG

Connect with millennials, professionals & families not just in metros but beyond

RICH INVENTORY

Interstitials, In-Banner Video, Out-stream Video

EASY

BRAND INTEGRATION

Placement in games, shows and in-house videos

WHY SWOO?

SWOO COMMUNITY



DAU
330k



Daily game plays
700k



M:F ratio
70:30



TG
18 - 45



Average time spent on the platform
33 mins



Social media reach
500k

Growing Reach

2017 - 660k

2018 - 13mn

2019 - 25mn (proj)

Strong Tier 1, Tier 2 and Tier 3 reach

DISPLAY ADS

- Standard
- Rich media

BRAND CONTENT INTEGRATION

in popular shows and games

PRODUCT INTEGRATION VIDEOS*

Subject to Swoo Studio Availability

SWOO OFFERINGS