



THE ATTENTION ADVANTAGE:

Australia's First Benchmark Report Revealing How Gaming Delivers 20x Engagement



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Executive Summary

The Attention Gap Brand Marketers Can Finally Close

Analysis of over 50 attention-first campaigns across Australia reveals what brand marketers have long suspected but couldn't measure: gaming delivers 5–20x more attention than other digital mediums at a fraction of the cost per hour of attention, yet captures less than 5% of ad spend.

Gaming's advantage comes from its ability to sustain attention, giving brands prolonged exposure in today's attention-scarce world. Combined with rewarded video's active engagement, gaming offers a complete attention solution.

Drawing on 9.4 million verified impressions, the benchmark report's findings show that gaming is not just another channel but a medium made up of hundreds of format–genre combinations. It's these format-genre combinations that drive gaming's superior attention performance. Depending on the alignment between format and genre attention can range from 2.3 seconds to 30+ seconds, revealing significant optimisation opportunities to improve results for brands willing to move beyond broad targeting.

For the first time, brands can plan, buy, and optimise gaming advertising based on time engaged, not impressions served. This shift changes everything.

Gaming measurement via Amplified Intelligence (Australia, 2025); digital comparisons from industry benchmarks. Cross-methodology directional comparison shows substantial, statistically significant advantages.



Section 1:

The Attention Opportunity: Why Gaming Matters Now

Australians are gaming more every year. Time spent gaming rose approximately 6% year-on-year into 2025. Gaming revenue remains resilient at **\$188.9 billion in 2025**, despite macro volatility in other digital media channels.

Yet despite people spending more time gaming, marketers have not shifted budgets to match the opportunity. Gaming's attention efficiency becomes clear when compared directly with digital benchmarks:

Metric	Digital Display	Digital Video	Gaming Display	Gaming Interstitial	Gaming Rewarded Video
Cost per Hour of Attention	\$11.63	\$7.75	\$1.33	\$2.64	\$2.56
Avg Attention per Ad	1.5s	5s	10.93s	10.14s	21.78s
Average CPM	\$4.65	\$17.88	\$4.03	\$7.44	\$15.50

Table 1a: Gaming's Attention Advantage at a Glance

Gaming delivers up to 20x more attention at one-fifth the cost of digital display.

Initial comparison showing gaming's total attention advantages.



Key Insight:

Gaming's advantage is clear, but the opportunity becomes even more compelling when we examine how different types of attention drive different brand results.



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Section 1:

The Attention Opportunity: Why Gaming Matters Now

Format	Total Attention	Active Attention	Passive Attention	Cost per Hour (Total)
Gaming Rewarded Video	21.78s	5.90s (27%)	15.88s (73%)	\$2.56
Gaming Interstitials	10.14s	2.39s (24%)	7.76s (76%)	\$2.64
Gaming Banners	10.93s	0.53s (5%)	10.41s (95%)	\$1.33
Digital Video Benchmark	5.00s	1.50s (100%)	3.20s*	\$7.75
Digital Display Benchmark	1.5s	1.75s*	1.00s	\$11.63

Table 1b: The Complete Attention Picture [**Estimated based on available benchmark data*]

Sources: Digital benchmarks from Lumen Research UK attention panel data [2023]; gaming benchmarks from iion Australian dataset [9.4M impressions, 2025] using Amplified In-Flight Attention Measurement. All figures in AUD.

Understanding Gaming's Attention Profile:

Gaming's strategic advantage lies in delivering sustained passive attention—exactly what modern brand science shows drives mental availability and long-term equity—combined with active engagement leadership through rewarded video.



Robust local insights on attention in gaming environments help fill an important research gap. High attention, when achieved, offers marketers the potential to drive disproportionate impact from their investment.”



Gai Le Roy - CEO

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Section 1:

The Attention Opportunity: Why Gaming Matters Now

Key Insight:

- Gaming banners deliver an hour of attention for just \$1.33, making them 5–9x more efficient than digital display.
- Rewarded video delivers 21.78s of attention at \$2.56/hour, significantly undercutting digital video costs.

Despite this gaming still captures less than 5% of media budgets. As attention becomes a privacy-compliant, sustainable metric, brands can optimise by format and genre, not user-level targeting.



What this means for brand advertisers

- Allocate budgets for structured tests with enough spend across formats and genres.
- Compare cost per hour of attention, not CPM, against your best channels to benchmark true effectiveness.
- Move early: as adoption grows, costs rise and premium placements and learning opportunities shrink.



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Section 2:

Rethinking Reach: From Impressions to Valuable Seconds



Attention has become a really useful lens for us — it's not just about counting impressions, but proving that environments like gaming deliver high-quality, engaged moments that are rare in today's media landscape."



Fiona Bateman - Head of Brand and Media



Gaming formats deliver 10–22 total attention seconds on average, far higher than digital display's brief 1-2 seconds of exposure. This comes from gaming's ability to sustain passive attention while users stay deeply engaged in content.

Gaming's attention advantage is built on two pillars:

1. **Massive passive attention capture** which creates mental availability through sustained exposure.
2. **Active engagement**, which is most effective through rewarded video, which supports storytelling and brand recall.

Cost per hour, not CPM, is the new planning metric.

Format	Avg Total Attention	Avg Active Attention	Typical CPM	Cost per Hour (Total)
Rewarded Video	21.78s	5.90s [27%]	\$15.50	\$2.56
Interstitials	10.14s	2.39s [24%]	\$7.44	\$2.64
Banners	10.93s	0.53s [5%]	\$4.03	\$1.33

Table 2: Gaming Format Performance & Efficiency



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Section 2:

Rethinking Reach: From Impressions to Valuable Seconds

Interpretation:

- **Banners** provide cost-effective scale and sustained passive attention [95%].
- **Rewarded Video** offers the most active engagement [27%], ideal for narrative driven campaigns.
- **Interstitials** deliver balanced, high impact moments with 24% active attention.

In gaming an ad's performance depends on the combination of format (banner, interstitial, or rewarded video) and game's genre (puzzle, action, card, etc.) to create distinct attention environments.

These pairings aren't minor variables. They're fundamental drivers of engagement. An interstitial in card games delivers just 2.3 seconds of engagement, whilst different genre combinations can capture significantly higher engagement.

The Insight?

Gaming inventory requires strategic context planning. Both format and genre demand precision targeting

Section 2:

Rethinking Reach: From Impressions to Valuable Seconds

Example:

Card game interstitials:



2.3s

for quick reinforcement

Logic-puzzle rewarded video:



28s

for story-driven campaigns

Given the complexity across hundreds of format-genre combinations, precision planning is key to driving measurable outcomes.

Work with a gaming expert if you need support navigating this complexity.



Gaming's ability to command attention creates a rare mix of high recall and real action. When brands show up in the right moments and formats, the impact is strong. It delivers niche audiences, deep engagement, and sustained attention, all at a fraction of the usual cost.



Ori Gold - Co-Founder & CEO

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Section 3:

Strategic Brand Building: How Gaming Context Drives Brand Impact

Building on these efficiency advantages, gaming's real power lies in contextual precision. Through analysis of 9.4 million verified sessions using Amplified Intelligence's attention measurement methodology, we've uncovered how different gaming contexts create dramatically different brand building opportunities.

Gaming's Three Attention Profiles

Not all gaming formats are created equal. Each format type delivers attention in a completely different way:

Through a distinct combination of active attention (eyes directly on the advertisement) and passive attention (eyes on screen but peripheral to the ad):

Format	Active Attention	Passive Attention	Total Attention	Active %	Passive %	CPM (AUD)	Cost /Hour
Rewarded Video	5.9s	15.88s	21.78s	27%	73%	\$15.50	\$2.56
Interstitials	2.39s	7.76s	10.14s	24%	76%	\$7.44	\$2.64
Banners	0.53s	10.41s	10.93s	5%	95%	\$4.03	\$1.33

Table 3a: Format Attention Profiles & Investment Benchmarks

Key Insights:

* **Rewarded Videos:**

Drives premium storytelling —73% passive attention means sustained immersive brand exposure.

* **Interstitials**

The balanced performer—24% active, 76% passive creates memorable and more affordable brand moments.

* **Banners:**

Ideal for scaling brand visibility—95% passive attention delivers continuous brand visibility at a fraction of the cost.



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Genre Context Transforms Everything

Formats is where things get really interesting, while the selected format alone doesn't determine success. When formats combine with specific gaming genres, attention effectiveness can multiply or collapse:

Combination	Total Attention	vs Format Avg	Uplift	Brand Building Application
Rewarded Video + Logic Puzzles	28s	29%	+6.22s	Deep brand storytelling, emotional connection
Rewarded Video + Role-Playing	24.55s	13%	+2.77s	brand experiences, character association
Banners + Action-Adventure	17.17s	57%	+6.24s	Continuous brand reinforcement, visual memorability
Interstitials + Sports	15.59s	54%	+5.45s	Strong brand moments drives excitement

Table 3b: Highest Attention Format–Genre Combinations

The numbers demonstrate gaming's contextual opportunity. The highest-performing combinations deliver up to 57% attention uplifts, showing how strategic format and genre matching can significantly amplify brand building effectiveness across gaming environments.



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Strategic Implications for Brand Building

This research validates three fundamental shifts in gaming media planning:

1. Align context with campaign objectives.

Use high-attention combinations for brand-building and storytelling, and broader inventory for efficient reach and frequency. The data shows logic puzzle rewarded videos (28s) excel at deep brand connection, whilst action-adventure banners (17.17s) deliver efficient brand reinforcement.

2. Test and learn across formats.

Blend proven performers (e.g., rewarded logic puzzles) with new combinations to balance efficiency and learning. Our 90% confidence intervals provide the foundation for strategic experimentation within gaming's diverse ecosystem.

3. Measure attention, not just impressions.

Optimising toward "time in view" and "active seconds" delivers higher recall and engagement without increasing cost. Gaming's cost per hour of attention [\$1.33-\$2.64] fundamentally changes ROI calculations.



Gaming rewards portfolio intelligence over broad targeting. Understanding which format–genre combinations command premium attention lets marketers buy real engagement, not just exposure."



Yun Yip - Chief Commercial Officer



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Why This Matters Now

Competitors still allocate 95% of budgets to saturated digital channels. Gaming's unique mix of high attention and cost efficiency offers a 12-18 month window for early adopters to secure premium inventory and learning advantages.

This research confirms that attention in gaming isn't accidental. It's contextual, measurable, and repeatable. The brands that understand this context-driven approach first will build the deepest connections with audiences whilst their competitors are still buying impressions.

Note: Analysis based on 90% confidence intervals across 6,933 unique applications using real-time impression-level data validation.



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Section 4

From Attention to Advantage: Strategy, Audience & Brand Impact

Shifting from impressions to attention redefines media value. Cost per hour of attention replaces CPM as the core planning metric, enabling smarter decisions on format selection, creative strategy, and audience targeting.

Key Strategic Insights:

Redefining "Premium":

Rewarded video may carry a higher CPM, but delivers 21.78s per impression at \$2.56/hour, outperforming cheaper formats on actual engagement. Premium is now defined by time engaged, not price per impression.

Efficiency is multi-dimensional:

- * **Banners:**
Cost-efficient scale, perfect for maintaining mental availability
- * **Interstitials:**
Short-term attention bursts for activation campaigns
- * **Rewarded video:**
Deep narrative engagement for brand storytelling

The guiding question:

Which combination creates the ideal attention mix to build memory and emotional impact over time?



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Context Matters More Than Audience.

As privacy restrictions grow, context becomes the most reliable targeting lever, especially as user-level targeting effectiveness diminishes. Format–genre combinations predict attention more effectively than demographics, giving brands a powerful, privacy-compliant optimisation layer.

Strategic Actions for Long-Term Success

- * **Reframe Efficiency:** Compare cost per hour of attention, not CPM.
- * **Prioritise format–genre combinations** over demographic targeting.
- * **Test high-attention genres** to establish benchmarks.
- * **Think long-term:** Attention trends compound value across quarters
- * **Build proprietary category knowledge** early to leverage the early mover advantage.

Closing the Gap: Turning Attention into Outcomes

Gaming attention is measurable, context-driven, and varied. Rewarded video drives deep engagement, interstitials create action, and banners deliver sustained visibility. Brands that plan precisely across formats and genres will turn attention into tangible outcomes.



Attention in gaming environments is an area that has not had the same depth of research as other channels. Aggregated local data builds industry understanding and supports informed discussions. When high attention is achieved, it allows marketers to generate outsized impact.”



Gai Le Roy - CEO

iab.australia

Brands who embrace this shift **set the curve, rather than follow it**, turning gaming into a high-impact, brand-building channel.



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Gaming in Focus: Making Gaming Work for Your Brand

- * **Gaming commands attention:**
Banners, interstitials, and rewarded video deliver measurable seconds of engagement far above digital benchmarks and at a fraction of the cost per hour.
- * **Format matters:**
Align your ad format to your objective: storytelling with rewarded video, short-term engagement with interstitials, and brand reinforcement at scale with banners.
- * **Genre or Context is the new targeting layer:**
Privacy-compliant and highly predictive, genre insights guide where your brand messaging will resonate most.
- * **Creative drives impact:**
Attention only converts to engagement when ads are contextually relevant, visually clear, and designed for the environment.
- * **Early action compounds advantage:**
Testing high-attention formats and genres now can secure a measurable edge before competitors catch up.



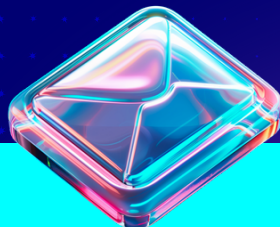
About iion

Founded in 2019, iion is the leading global game advertising platform, unifying inventory across all gaming environments—from mobile and PC to consoles and CTV

We deliver targeted, impactful, and time-engaged game advertising solutions that measure actual attention seconds, not just impressions served.

Our platform combines comprehensive gaming inventory access with sophisticated attention measurement and genre-based optimisation, enabling advertisers to capture the 5–20x attention advantages documented in this research.

Headquartered in Sydney with a global presence, iion empowers advertisers and publishers to thrive in the evolving gaming media landscape.



Ready to unlock gaming's attention advantage?

Contact us to discuss your precision gaming strategy.

iion.io
adsales@iion.io



Methodology & Measurement

Dataset:

9,468,644 sessions across mobile and tablet apps, after rigorous data cleaning.

Outlier Removal:

- **Active attention:** bottom/top 1% removed
- **Total attention:** bottom 1% and top 5% removed
- Final dataset includes 6,933 unique apps, representing approximately 90% of initial sessions.

Attention Metrics (via Amplified):

- **Active Attention:** Eyes on ad
- **Passive Attention:** Eyes on screen but not ad
- **Total Attention:** Sum of active and passive seconds
- **Measurement Technology:** In-Flight Attention Measurement tags verify impression-level data in real time and merge with Amplified's large human attention dataset to generate accurate, in-context metrics.

Supported Formats:

- **Display:** Banner, MREC, half-page, skyscraper, billboard, leaderboard, native, interstitial, IAB Portrait
- **Video:** In-stream, out-stream via OMID, VoD via VAST

Compliance:

Fully GDPR-compliant, collects no personally identifiable information, and does not use cookies or fingerprinting.

Benchmarking & Cost Metrics:

Format	Benchmark CPM
Banners	\$4.03 CPM AUD
Interstitials	\$7.44 CPM AUD
Rewarded Video	\$15.50 CPM AUD

[These are planning benchmarks based on the dataset, not fixed-price guarantees.]

Digital Benchmarks:

Average attention metrics for display and video formats are drawn from **Lumen Research UK (2023)**, providing a cross-channel comparison to contextualise gaming performance

Currency Conversion Note:

All costs converted from USD to AUD using 1.55 exchange rate (October 2025 average).

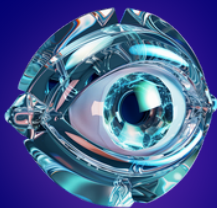
TURNING ATTENTION INTO ACTION: How iion And Menulog Built Meaningful Engagement Through Gaming

Discover how Menulog, one of Australia's leading food delivery brands, partnered with iion to turn attention into meaningful engagement.

Through a multi-format gaming strategy spanning rewarded video, in-game audio, and PC game mod integrations, the brand achieved standout performance and authentic attention in an increasingly competitive market.

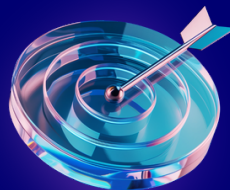


Highlights



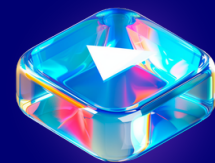
7.05s active attention

nearly double the category benchmark, showing how in-game environments drive deeper focus



4.4% engagement rate

translating to 8x uplift vs baseline, proving attention translates into action



93% video completion rate and 99% viewability

high-quality exposure without disrupting play

* The challenge

In one of the most cluttered and competitive categories in Australia, Menulog partnered with iion to connect with audiences where attention is genuine - in gaming environments that blend entertainment, reward, and relaxation. The campaign aimed at driving engagement - capturing authentic attention during moments of relaxation and play, where audiences are most receptive to discovery.

* The solution

As a unified gaming ad platform, iion bridged the full gaming spectrum - from in-game to around-game to CTV - shifting focus from exposure metrics to high-quality attention.

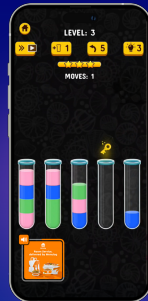
The campaign was designed to earn and measure active attention, defined as the time players are consciously engaged with the brand experience.

* The multi-format plan respectfully integrated with play:



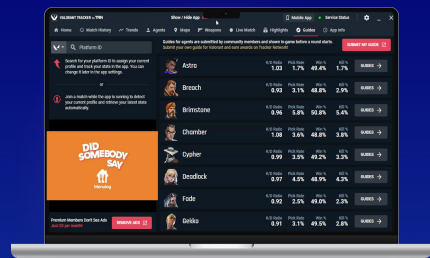
Rewarded videos

in hyper-casual and puzzle games, creating a clear value-exchange moment



In-game audio

placements that naturally fit within gameplay cadence



Around-game

PC mod integrations in titles like GTA5 and Valorant to extend reach beyond mobile

Attention measurement was embedded end-to-end, using active attention as a primary success metric alongside standard delivery KPIs.

The Results

The campaign didn't just reach gamers - it held their attention. **Active attention averaged 7.05 seconds - nearly double the benchmark**, translating directly into higher engagement and completion rates. Meanwhile, engagement reached **4.4%, representing an 8x uplift versus baseline**. Viewability remained **near perfect at 99.9%**, with strong completion rates across formats.

Performance patterns revealed useful insights: weekday engagement **exceeded weekends by 40%, while attention peaked on Fridays and Sundays** - aligning with key food-ordering moments.

* Key Metrics

Metric	iion x Menulog Result	Benchmark	Lift
Video Completion Rate	93.41%	75%	24%
Engagement Rate (CTR)	4.44%	0.50%	8x
Active Attention	7.05s	4s	1.8x
Audio Completion Rate	85.85%	75%	14%
Viewability	99.89%	80%	24%

 Attention has become a really useful lens for us - it's not just about counting impressions, but proving that environments like gaming deliver high-quality, engaged moments that are rare in today's media landscape.



FIONA BATEMAN

Head of Brand and Media



* Next steps

When brands meet audiences in environments they genuinely enjoy, attention naturally turns into action. iion and Menulog continue to demonstrate that meaningful engagement — not just media spend — drives real-world results by creating deeper immersion and closing the loop between attention and outcomes.

The shared goal remains clear: achieving zero-waste attention, where every moment counts toward awareness, recall, and measurable impact.

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