

Anzu

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What Is Anzu?

NBCUniversal brings premium advertising experiences to our partners across all screens – now including **gaming**. NBCUniversal in partnership with **Anzu**, a leader in the in-game advertising space, are making it easy for advertisers to reach consumers while they are gaming.

How Does Anzu Work?

By blending display and video ads into gameplay, Anzu has developed an in-game ad experience that is **non-intrusive and high impact**.

Anzu's **direct partnership with game developers** results in a diverse, ever-expanding universe of ad-enabled games.

Advertisers also have access to **precise targeting** through high-quality direct SDK Traffic and can successfully run their digital campaigns with **easy activation, campaign assurances**, and **post-campaign insight**.

Benefits For Advertisers

Anzu helps your brand reach gamers in the right way on each game, ensuring the **best gamer *and* advertiser experience**.

With **47M+** US monthly average users, Anzu reaches gamers at scale, offering **premium inventory across all platforms** (mobile, PC, console) from top game publishers to our One Platform offering. Your brand can quantify audiences with a robust suite of **verification and measurement partners**. This unique offering unlocks gaming for advertisers, making it easy to get into the game in a meaningful way.

Want to get in the game with NBCU and Anzu?

