



TAPPING INTO THE ROBLOX PLATFORM WITH ANZU & FAST RIVER



ROBLOX OVERVIEW

WHAT IS IT?

Roblox is a global Metaverse where millions of people gather together every day to imagine, create, and share experiences in **immersive, user-generated 3D worlds they jump between in one unified platform.**

WHY SHOULD I CARE?

Roblox is different from anything else in the games industry because **its users make all the games (a.k.a. experiences).** It's a platform where people come together to **interact, learn, create, consume media and hang out,** and as a result, it presents advertisers with a unique opportunity to reach a growing audience and connect with them across multiple experiences.

HOW BIG IS IT?

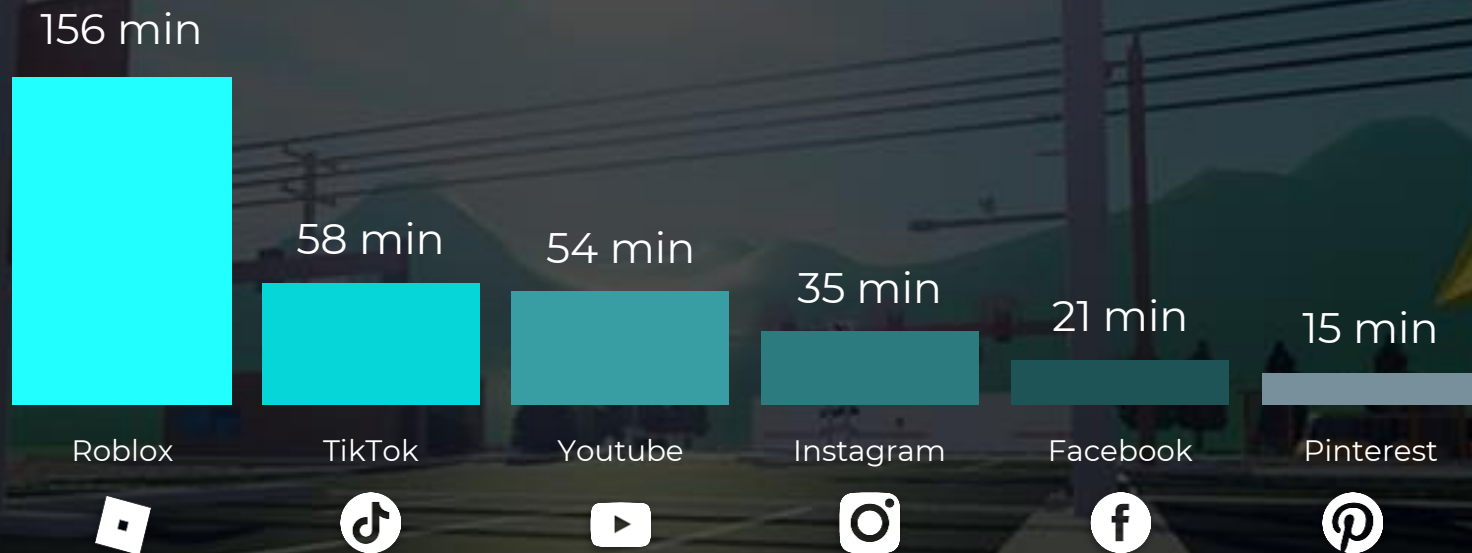
Currently, there are **over 20M experiences (a.k.a. games)** available on Roblox developed by more than 8M creators (a.k.a. developers), played by over 202M monthly active users, and 43.2M daily active users globally.



Source | Statista



TIME SPENT ON SOCIAL MEDIA APPS VS. ROBLOX PLATFORM 2020





ROBLOX IS BECOMING AN ALL ENCOMPASSING METAVERSE

ROBLOX

Roblox Partners with Sony Music Entertainment to Bring their Artists into the Metaverse

July 06, 2021 by [Roblox](#)



New partnership brings artists and digital concerts to the platform.

GAMEFREAKS365

Starcourt Mall coming to Roblox in new Stranger Things crossover

Daniel Alvarez | August 3, 2021

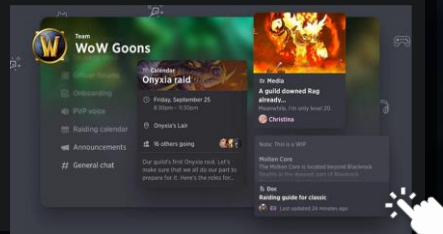


More brand-led experiences and unique items appear across the platform.

VB GamesBeat

Roblox acquires game chat startup Guided

Dean Takahashi @deantak August 16, 2021 10:00 AM



Acquisition of messaging platform Guided will improve the platform's chat capabilities.

Forbes

Roblox To Feature First Full-Length Video With Early Debut Of 'Bakugan' Episode

David Bloom Senior Contributor @Media
I'm a media/tech/entertainment writer, podcaster, speaker and analyst

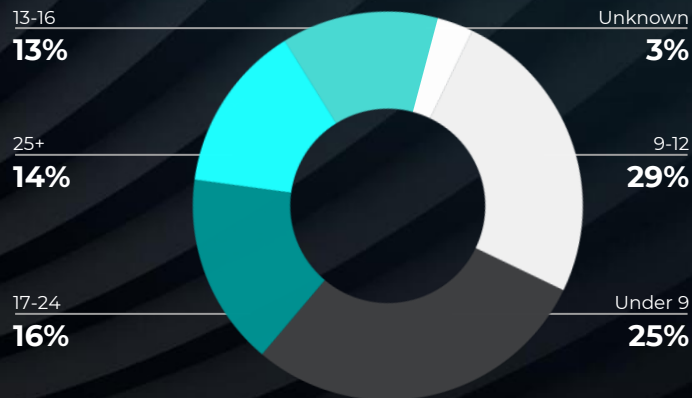


New partnerships with film and TV companies bring videos to experiences.



ROBLOX OPPORTUNITY

More than half of Roblox's users are under 13, while the fastest growing audience is 17 to 24.



Source | Company prospectus, Bloomberg Opinion calculations

RANK AMONG SELECTED ONLINE GAMING PLATFORMS

RANKS 2ND OF 5

+16%

YoY growth
in total digital
unique visitors

RANKS 1ST OF 5

56%

of unique visitors'
household income
is 100K+

RANKS 1ST OF 5

35%

of unique visitors
are under 13

RANKS 2ND OF 5

33%

of unique visitors
are age 13-24

Source | Comscore



HOW ROBLOX HELPS BRANDS OVERCOME ADVERTISING'S HISTORICAL PAIN POINTS

KIDS ARE HARD TO REACH

Kids have swapped linear TV for subscription-based streaming with no ads. Social media platforms are restricted to 13+ and parents are increasingly worried about explicit content regularly found on them. Ad blockers are increasingly blocking brand's ads from the web.

Millions of kids use Roblox every day, and the platform offers brands an effective and safe place to communicate with this hard-to-reach cohort.

YOU CANNOT TARGET CHILDREN

Advertisers can't target children as there is no personal information on them. Traditionally this has meant advertisers have had to predict where and what kids might be watching or interacting with.

With 67% of users under 16 spending hours per day on Roblox, brands have been flooding to the platform to engage this young and switched-on audience.

KIDS EXPECT ENGAGEMENT

Children are growing up in a world where they can interact with devices daily. They don't want to be bombarded with passive ads that tell them what they should consume. They want to interact with their favorite brands and get to know them through immersive experiences.

Roblox facilitates this by providing advertisers with tools to create branded spaces and items that kids can interact with.



PLAYING IT SAFE

Roblox is committed to developing cutting-edge tech to ensure it remains a safe space for players and has security features in place to protect kids and prevent fraud.



PRIVACY FIRST

Roblox is a member of the [kidSAFE Seal Program](#), which has been approved by the Federal Trade Commission as an authorized safe harbor under COPPA. The platform is also GDPR compliant, which provides a set of standardized data protection laws across the EU.



MODERATED AND AUDITED

Experiences are reviewed by Roblox moderators including every update and the initial release. Every media file uploaded to Roblox that is used to build a Roblox experience is also audited and reviewed by the Roblox compliance team.



PEACE OF MIND FOR PARENTS

Roblox works for and with parents to ensure it remains a haven for kids everywhere. Its Avatar Clothing Detection, Advanced Reporting System, Chat Filters, and Customizable Controls put parents in the driving seat and help them feel secure in allowing their kids to access the platform.





anzu | ROBLOX

**ANZU'S AWARD-WINNING ADVERTISING SOLUTION
IS NOW LIVE ACROSS THE ROBLOX PLATFORM**

This means advertisers can seamlessly run in-game ads within multiple Roblox experiences at scale to reach millions of players worldwide.

To accomplish this, Anzu has partnered with popular Roblox creators exclusively.





ANZU'S TURNKEY SOLUTION FOR ROBLOX

INCREMENTAL REACH



Reach 110M+ monthly active users around the world

EXCLUSIVE ACCESS



Run in-game ads in Roblox's most popular experiences exclusively with Anzu

PEACE OF MIND



Anzu's technology is fully compliant with Roblox's advertising policy

TRUST & TRANSPARENCY



Anzu's partnerships with industry leaders for the first time bring advertising standards to Roblox

GLOBAL AUDIENCE



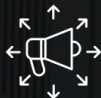
Reach players around the world, wherever they are playing

ENHANCED TARGETING



Target audiences based on location, device, platform, and experience

MULTIPLE EXPERIENCES



Access over 20 Roblox experiences, with many more on the way

TAILORED PACKAGES



Combine sponsorships with dynamic in-game ads to increase your reach

ADVANCED CONTROLS



Access real-time analytics, advanced campaign management, and reporting



BRINGING BRANDS INTO ROBLOX'S 20+ MOST POPULAR EXPERIENCES



Pizza Place



Little World



SHOOT OUT!



CUPCAKE
TYCOON



GERM
SIMULATOR



Field Trip Z



Sand Digging
Simulator



Rage Runner



CLICKING
LEGENDS



Obby King
Remastered



Thick Legends



Happy Runner



Camp Walkers



Typing
Simulator



Camp Walkers
2



Discarded RPG



The Bunker



Speed Run 4



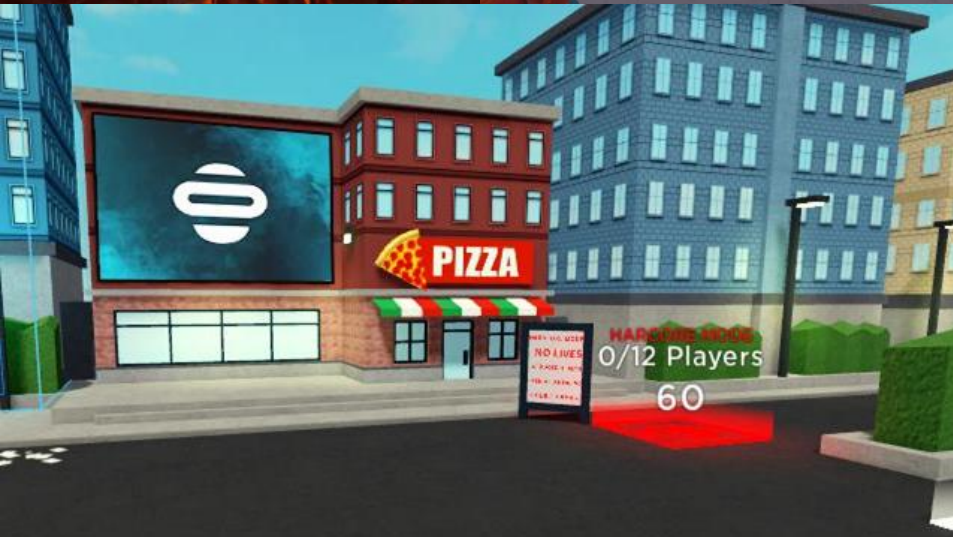
Wacky Wizards



Survive the
Killer!



Blox Royale





UNRIVALLED REACH

Reach millions of engaged players who return to Roblox day in, day out within their favorite experiences.



110M+
MAU



5M+
DAU

14 MINUTES
PER SESSION
AVG. SESSION TIME

5 SESSIONS
AVG. NUMBER OF
SESSIONS A DAY





MEASURING CAMPAIGN SUCCESS

Anzu makes it easy for advertisers to measure campaign success and media value with Roblox and compare it to other advertising channels.

MEASURE CAMPAIGN REACH BY:

ONLY PAY FOR VIEWABLE IMPRESSIONS:



COUNTRY



TYPE OF USER (FREE/PAID)



PLATFORM (MOBILE/CONSOLE/PC)



LANGUAGE



EXPERIENCE ID

Anzu only counts an impression as viewable if:

- more than 50% of the ad can be seen on the screen;
- the placement takes at least 1.5% of the screen's size;
- the angle between the placement and the screen is less than 55 degrees.

Once these are all met the ad must remain in view for **more than 2 seconds** for it to be counted.

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EXCLUSIVE PARTNERS OF ANZU INVENTORY IN THE ROBLOX PLATFORM IN GREECE & CYPRUS