ABSTRACT

Mobile In-Game Advertising

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The mobile device is quickly becoming a popular medium for in-game advertising. The goal of this project was to design and implement a mobile in-game advertising system. This system was called Treasure Quest. Treasure Quest is a mobile in-game advertising system that delivers both static and dynamic advertising content. Treasure Quest delivers advertising content in five ways—virtual billboards, mobile coupons, loading screens, jingles and links to advertisers’ websites. This project report discusses the technologies involved in producing Treasure Quest. It also examines and explores the issues and challenges involved in developing mobile in-game advertising systems such as Treasure Quest.

Keywords: Sonia Alkhal; Mobile In-Game Advertising; Mobile Coupon; Java ME