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*.