

INTHEGAME

DON'T JUST WATCH, PLAY!



ITG is the global leader of viewer engagement and monetization technologies. We deliver in-stream experiences directly on TV, mobile and web.

Recent implementations include the Tokyo Olympics (Olympic Committee approved), US Open golf tournament 2020 & 2021, Euro 2020, Twitch, Big Brother, Survivor, Game of Chefs and much more.



ANY DEVICE

Native support for all CTV/SmartTV, Mobile and web devices



NO CODE ARCHITECTURE

Quick time to market with a high degree of customization and flexibility



UNLIMITED SCALABILITY

Pure serverless architecture which can scale to millions of viewers

androidtv

apple tv+

ZEN

webOS

VIDAA

ROKU

VIZIO

iOS

android

Web

Mobile Web

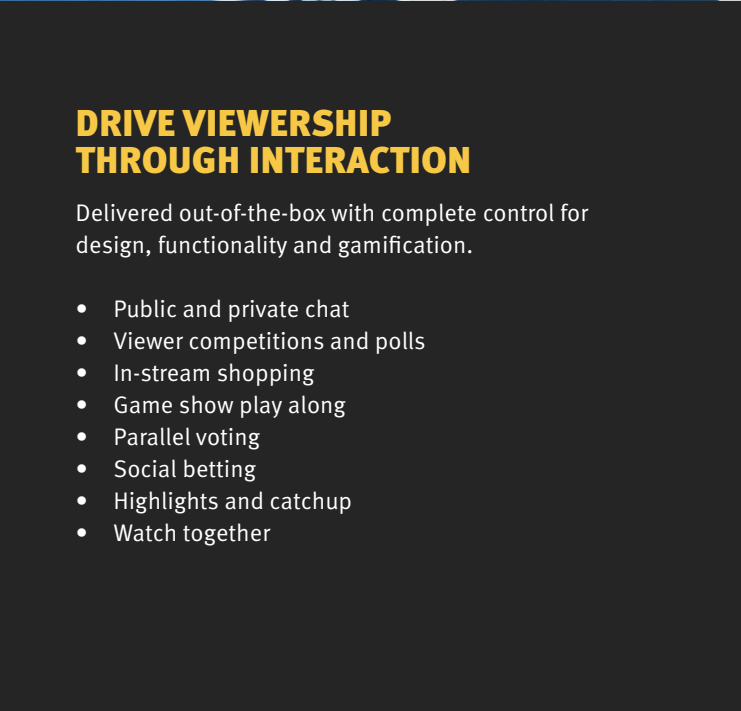
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UNIQUE REVENUE OPPORTUNITIES

Complete set of in-stream monetization tools.

- Branding
- Advertising
- e-Commerce
- Built-in shop
- Integrates with standard platforms like Shopify and Amazon.



DRIVE VIEWERSHIP THROUGH INTERACTION

Delivered out-of-the-box with complete control for design, functionality and gamification.

- Public and private chat
- Viewer competitions and polls
- In-stream shopping
- Game show play along
- Parallel voting
- Social betting
- Highlights and catchup
- Watch together



CONTENT SPECIFIC INTERACTIONS

Custom interactions designed specifically for a wide variety of content types.

- Live sports
- Kids shows
- Esports
- Reality
- News and talk shows
- Game shows