

The gaming platform Roblox has announced a partnership with Google to introduce a new advertising format called "Rewarded Video." Starting April 2nd, users can voluntarily watch videos up to 30 seconds long and earn in-game bonuses such as currency or power-ups. This innovation aims to attract brands to Roblox's 85 million daily users, most of whom are Gen Z.

The "Rewarded Video" format is part of Google's "Immersive Ads" program, where ads seamlessly blend into gameplay. Players choose whether to watch the ads, and tests show that 80% of viewers watch them to the end due to the value of the rewards. Roblox also plans to expand the collaboration by adding its "video billboards"—static ads within virtual worlds—to Google Ad Manager.

The platform has already partnered with big names like IKEA and Gucci, but with Google's support, it hopes to attract even more advertisers.