

THE NEXT AD SPACE IN GAMING MIGHT BE SMART NPCs

How AI-powered NPCs could change marketing.



SWIPE TO LEARN MORE



WHAT NVIDIA ACE UNLOCKS



NATURAL
DIALOGUE



INSTANT
RESPONSES



IN-CHARACTER
DELIVERY



NPCs are in-game characters that players
interact with but don't control.



GAMES ALREADY KNOW THE PLAYER



- 1 Player choices
- 2 Player movement
- 3 Session time
- 4 Purchase history



Context makes in-game ads feel relevant.

NPCS AS THE NEW AD SPACE

When player conversations become brand spotlights.

Static Billboard



➔ One-Way Message

Live NPC

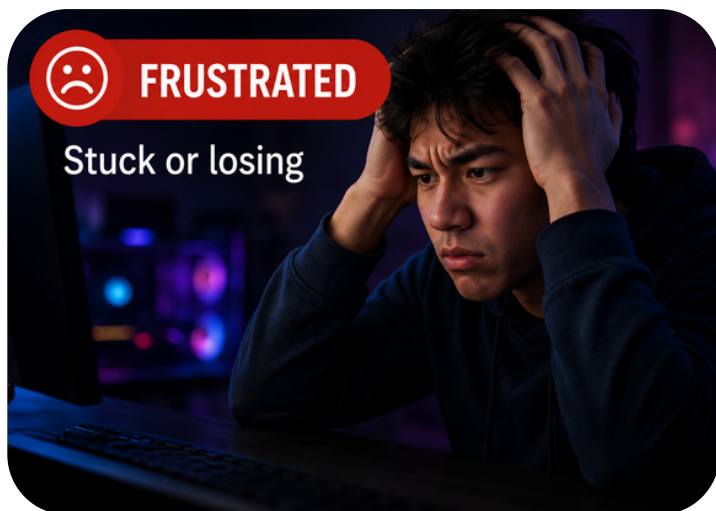


↻ Two-Way Dialogue



SMART NPCs COULD ADAPT TO HOW YOU FEEL

With camera and voice cues, ads could shift by mood.



The trigger may come from the moment + emotion.



WHEN GAMING BECOMES THE NEXT MARKETING CHANNEL



Relevance



Timing



Immersion



If an NPC understands the player and the moment, advertisements can feel more like help than interruptions.

Trust and consent will still matter.



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