# Product Placements in 3D Environments

Degree programme: BSc in Computer Science | Specialisation: Computer Perception and Virtual Reality
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As the virtual world is improving every day and enabling more immersive and rememberable experiences, there are good reasons to believe that a new marketing channel is going to emerge eventually. Thus, opening new opportunities for advertisers to profit from non-intrusive, yet still very effective advertisements shown in games and simultaneously securing a new source of income for game developers.

## Goal
The goal of the thesis was to validate the idea of product placements in 3D environments and explore the market potential for a start-up.

## Research
Interviews with potential customers and desk research into the digital advertisement economy, lead to the findings of their needs and understanding on said industry standards. Using these insights important features for the platform could be conceptualized.

## Platform
Parallelly a platform was developed as a prototype to showcase the potential of the idea. The platform was able to handle real-time bidding requests and track impressions. Using the platform, a demonstration of how billboard placements could look like has been realized within an own developed Unity-game and with a modification for an established 3D simulation game.

## Results
The result of thesis is a first version of the business model and value proposition which are important factors to determine the future of the idea and the business which is going to be built upon. Summarizing it showed possible pitfalls and risks of the idea as well as opportunities which must be looked at in detail in a further step.

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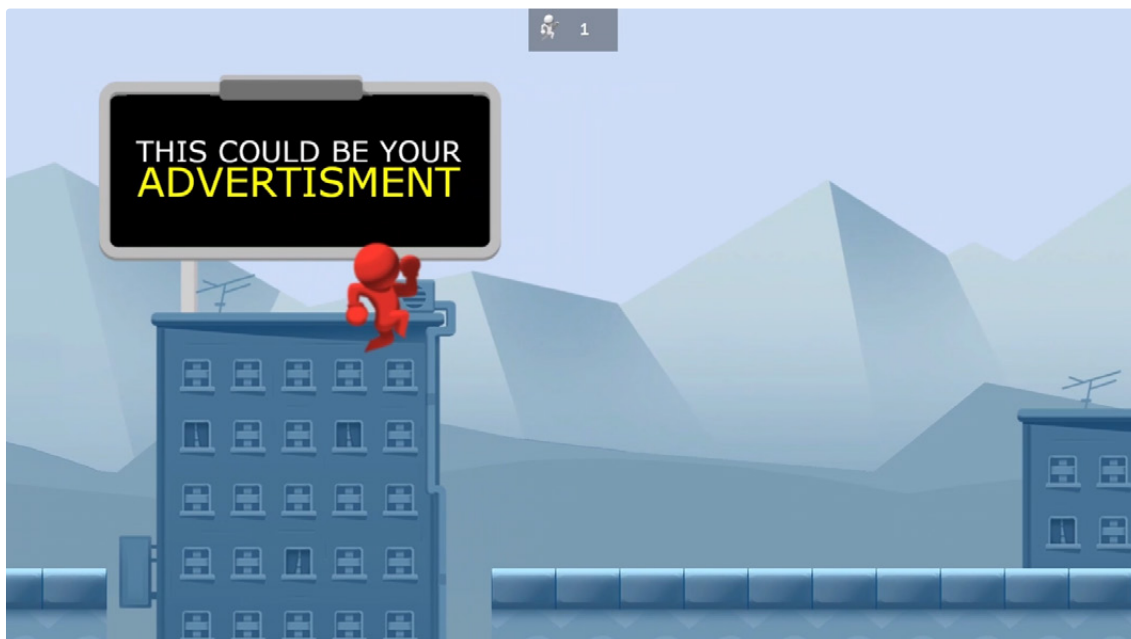


**Screenshot of demonstration game «BLOB Horde» which was used for the purpose of demonstrating on how billboards can be used within games for advertisements.**