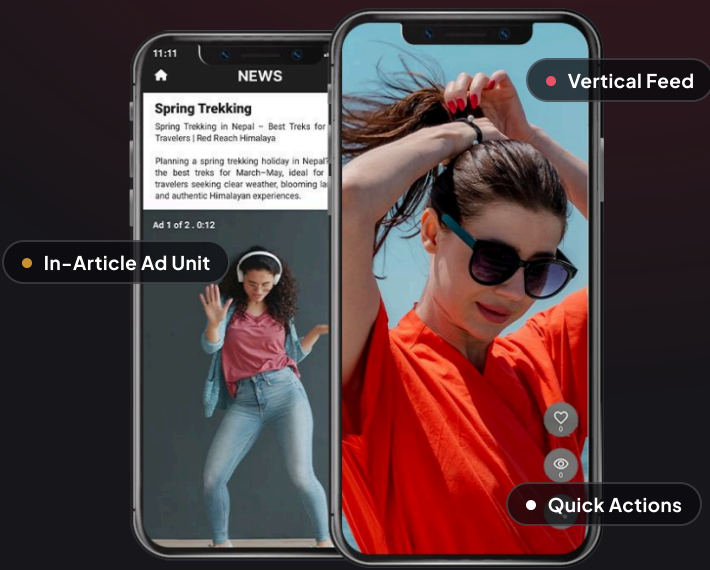


VERTICAL VIDEO PLAYER

Keep the swipe.
Keep the audience.

Gfinity brought a social-style, swipeable video feed onto its own pages, so the behaviour that usually sends readers to another app now happens where it can be measured and monetized.



+13%

Average session duration

+22%

CPM performance

+18%

Fill rate

ABOUT GFINITY

A gaming publisher with a mobile-native audience

Gfinity is a major name in gaming, esports and digital entertainment. It runs a network of owned-and-operated sites where a young, mobile-first audience comes for news, features and video, and it sells that attention to advertisers both directly and programmatically.

AT A GLANCE

GFINITY

- Industry:** Gaming, esports & digital entertainment
- Location:** United Kingdom
- Use cases:** In-article vertical video, swipeable content feed
- Audience:** Mobile-first gaming readers across owned & operated sites

THE CHALLENGE

Attention was leaving the site to go do the same thing elsewhere

Like most publishers, Gfinity was losing time-on-site to social platforms and algorithmic feeds. Engagement is the commodity, and it was being spent somewhere else.

01

Increase on-site engagement and session depth

02

Introduce a more modern, mobile-first content experience

03

Create premium vertical video inventory

04

Unlock monetization across direct and programmatic demand

05

Keep ownership of audience relationships and data

06

Do it without rebuilding the editorial experience

WHERE THE SESSION GOES

WITHOUT ANIVIEW

- Reader lands on Gfinity content
- Swipes over to a social app
- Session ends, data lost

WITH ANIVIEW

- Reader lands on Gfinity content
- Swipes into the Aniview vertical feed
- Stays on-site, fully monetized

THE SOLUTION

One player, dropped into the editorial experience

Aniview's Vertical Player sits inside Gfinity's own pages on mobile and desktop. It reads like a social feed and behaves like one, but the audience never leaves.

Social-style vertical feed

A continuous, swipeable feed embedded in Gfinity's mobile and desktop pages, with the navigation pattern readers already use everywhere else.

Swipe navigation

Autoplay

Endless session

Mobile + desktop

Magnetic viewing mode

Video expands into an immersive view as the reader scrolls, then hands them back to the article.

Styled as Gfinity, not as an ad unit

Player chrome, typography and controls match the publisher's identity across content and ads.

Every demand source, one stack

Direct-sold, programmatic, sponsored and promotional inventory run through the same player.

Direct-sold

Programmatic

Sponsored

Promotional

Reporting the team actually uses

Real-time visibility into engagement, revenue and viewing behaviour, broken out by placement.

Completion rate

Swipe depth

Revenue by slot

ROLLOUT

From assessment to live inventory in four steps

STEP 1

discover

Audience and inventory assessment across the network.

STEP 2

integrate

Player embedded in-article and brand-styled to Gfinity.

STEP 3

monetize

Demand stack connected, first campaigns live in the feed.

STEP 4

optimize

Analytics-driven tuning of placement, pacing and fill.

THE IMPACT

Engagement and yield moved together

Measured over the initial rollout period across Gfinity's owned-and-operated properties.

+13%

Average session duration

Readers stay in the feed instead of leaving for another app.

+22%

CPM performance

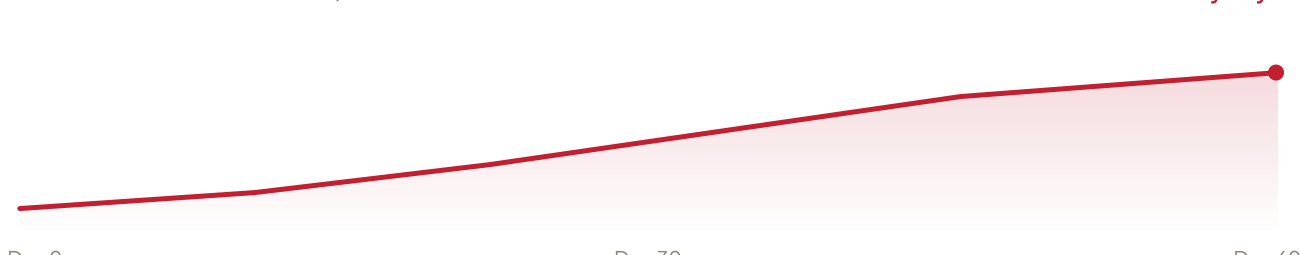
Vertical, full-attention placements price as premium inventory.

+18%

Fill rate

More sellable impressions from the same audience.

SESSION DURATION TREND, FIRST 60 DAYS



“ The Vertical Player has been a game-changer for our engagement strategy. It brings an immersive, social-style experience directly into our own ecosystem, letting us deepen engagement while expanding monetization.

GFINITY | On the Aniview Vertical Player

Want the swipe to happen on your site?

Aniview is the independent, one-stop video technology layer for publishers, from player to ad server to demand, with full transparency across CTV, web and mobile.

ANIVIEW

