


**From:** Tiffany Kavuma tiffany@highvibepr.com   
**Subject:** Breaking Report: Programmatic Big Shift: Gaming desktop apps now drive 11% of web bid requests  
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**To:** luis@ppc.land



Hi Luis, I wanted to share some breaking news. Jounce Media just dropped their latest **Supply Path Benchmarking Report**, which highlights that desktop apps, installed gaming software on PCs, now account for 11% of all web bid requests. **This is a bigger source of supply than Yahoo, Raptive, or any single web publisher.**

The report also found that Overwolf-managed apps represent 68% of all desktop app bid requests, making Overwolf the dominant player in the category. Notably, Jounce's review of desktop app monetization practices found that CurseForge and other Overwolf properties avoided the background ad-refresh tactics that prompted scrutiny of several competing apps.

As desktop apps become a scaled source of premium inventory and buyers focus on supply quality, this report examines how gaming-focused desktop platforms are reshaping programmatic advertising.

I can put you in touch with Overwolf CEO, Uri Marchand to discuss this rise of desktop apps as an ad channel and what this means for advertisers.

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