

# **Versus Systems, Inc. Partners with the UCLA Anderson's MEMES Center to Study Advertising in Interactive Media**

**UCLA Anderson's MEMES Center will partner with Versus Systems to study advertising in games, streaming media, live broadcasts and more**

LOS ANGELES, Sept. 04, 2018 (GLOBE NEWSWIRE) -- Versus Systems, Inc. ("Versus") (CSE:VS) (CSE:VS.CN) (OTCQB:VRSSF) (FRANKFURT:[BMVA](#)) today announced it has entered into partnership with the UCLA Anderson Center for Management of Enterprise in Media, Entertainment & Sports (MEMES) to launch a landmark study related to streaming and interactive media. Based on a survey of North American consumers, the study will also explore how audiences react to existing advertising in video games, streaming media, live broadcasts, as well as Augmented Reality (AR) and Virtual Reality (VR).

The aims of the UCLA & Versus Systems collaboration are to understand the rapidly evolving landscape for interactive media and to explore consumer engagement with advertising and brands on these platforms. The research will examine how media like video games and streaming content have opened a new way for brands to successfully engage with consumers. The studies will also examine consumer behavior and preferences around new alternative modes of advertising, including prizeing and rewards in games.

"The University of California, Los Angeles is a world-class research university with a top tier business school at UCLA Anderson. We are very proud to be working alongside the UCLA Anderson Center for MEMES to study the effects of advertising inside interactive media. This is a fast-moving industry and we believe it is important for Versus to be on the forefront of audience insights into games, augmented reality, and virtual reality," said Matthew Pierce, CEO of Versus Systems.

"The Center for MEMES is always looking for insights that help us identify opportunities for innovation and new business models in the entertainment ecosystem," says Jay Tucker, Executive Director of Center for MEMES. "The growth of mobile and multiplayer gaming, the rise of eSports and other new forms of interactive entertainment like AR and VR are forcing us to reimagine the consumer experience and how it is monetized. Advertising will be one of the key drivers going forward. This study should help us better understand how advertising impacts the user experience as well as how it can potentially impact revenue streams for future interactive and digital experiences."

For more information on Versus, visit [www.versusystems.com](http://www.versusystems.com) or visit Versus Systems official YouTube channel at <https://youtu.be/3cjqr1uA0s0>.

## **About UCLA Anderson MEMES Center**

As the leading center for business thought leadership in media, entertainment & sports, The Center for Management of Enterprise in Media, Entertainment and Sports (MEMES)

provides the academic foundation and relevant industry perspective to manage and thrive in an increasingly complex business environment. UCLA Anderson is the first top tier MBA program to offer an Entertainment Management Specialization, and the program's curriculum is designed to blend theory and practical application. The Center hosts an annual Pulse conference focused on innovation in media and sports, as well as case competitions for MBA candidates focused on the business opportunities associated with feature films and sports leagues and franchises. Its faculty and board of advisors is comprised of world class instructors and leading industry executives representing leading entertainment franchises, top brands, and sports teams in the US and abroad. For more information, please visit: [www.anderson.ucla.edu/centers/memes](http://www.anderson.ucla.edu/centers/memes).

### **About Versus Systems**

Versus Systems, Inc. has developed Winfinite - a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer in-game prizing across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game via Winfinite, and gamers compete for those prizes. For more information, please visit [www.versussystems.com](http://www.versussystems.com).

### **PR Contact:**

Dustin Winn

[Dustin@fortyseven.com](mailto:Dustin@fortyseven.com)

(323) 658-1200



Source: Versus Systems Inc.