

Versus Systems To Allow Prizing in Mexico Starting in Q2

written by Igor Makarov | March 23, 2021

March 23, 2021 ([Source](#)) – Adding the Largest Latin American Gaming and TV Subscription Markets Will Significantly Expand the Reach of Versus' Prizing Technology

Versus Systems Inc. (“Versus” or the “Company”) (Nasdaq: VS) (FRANKFURT: BMVB) today announced that it has added new functionality to its patented Dynamic Regulatory Compliance prizing engine to support uses in Mexico, which is the largest gaming market, and the largest TV subscription market in Latin America. Versus will be partnering with some of its existing content partners to launch in Mexico in Q2 of this year.

By expanding into the Mexican market, Versus will leverage its gaming and second-screen expertise to provide unique prizing solutions for brands and content partners looking to engage with a combined audience of 85 million. According to Statista, user penetration for video games is expected to hit 65.0% by 2025 and household penetration of Pay TV and OTT services is expected to reach 32% in 2020.

“Digital media and entertainment in Mexico is an over twenty billion dollar market and it’s growing significantly year over year. The rapidly expanding Mexican gaming, interactive TV, and streaming markets represent tremendous opportunities for content creators and brands that want to add prizing and interactive engagement for their audiences. Adding access to Mexico is a fantastic fit with our multi-year partnerships with Xcite, Frias, HP, and all of our content and brand partners,” said

Matthew Pierce, Versus Systems' CEO.

About Versus Systems

Versus Systems Inc. has developed a proprietary in-game prizing and promotions engine that allows publishers, developers, and creators of games, apps, and other interactive media content to offer real world prizes inside their content. Players, viewers and users can choose from among the offered prizes and then complete in-game or in-app challenges to win the prizes. The Versus platform can be integrated into mobile, console, and PC games, as well as streaming media and mobile apps. For more information, please visit www.versussystems.com or visit the official Versus Systems [YouTube channel](#).

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