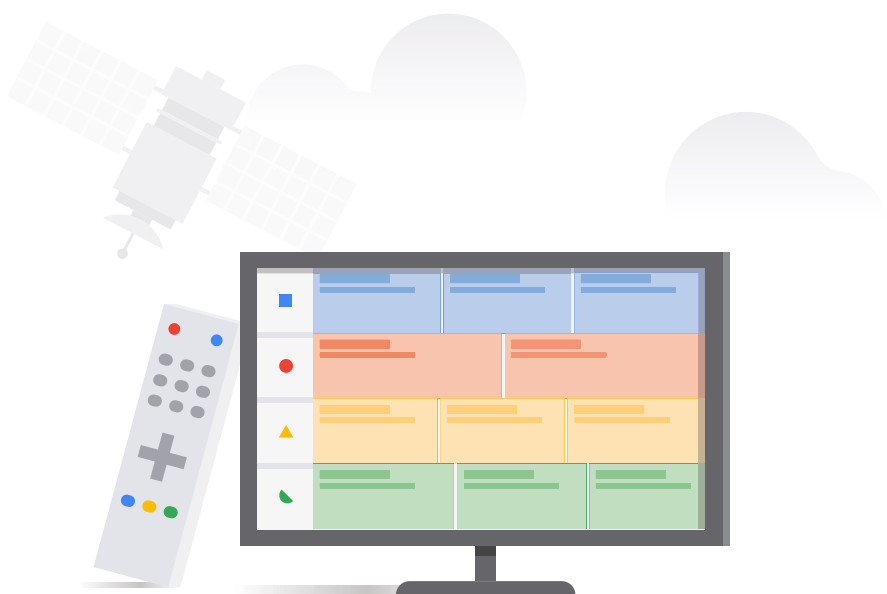


ADVANCED TV GUIDE

Advanced TV Guide

Reimagining the commercial break

Learn how Google Ad Manager is empowering TV programmers and operators to reimagine the commercial break with seamless, personalized, and measurable ad experiences everywhere people are watching.



Executive Summary

How and where people consume television has evolved radically over the last decade. As TV and digital converge, the devices people use to watch shows have never been more diverse, while programming has never offered more choices. People are viewing sports on their phones, reality TV shows on their exercise bikes at the gym, lifestyle programs on their laptops, and newscasts on connected TV devices in the family room. We're living in a new golden age of television, which can now be enjoyed anywhere and anytime.

But with this new age comes new expectations. TV's transition to digital offers viewers more control over what they watch and when they watch it. They now expect the same seamless broadcast-quality TV experience across all devices and platforms, as well as the same customization and personalization they've grown accustomed to on digital. Increasingly, those expectations extend to the ads that surround and support this content.

To deliver a great consumer experience, TV programmers and operators should consider ways to reinvent their distribution models to capture viewers where they are and to make advertisements as engaging and personalized as the content they support. But they also need the ability to measure what's working—for themselves, their advertising partners, and their viewers—so that they can continue to deliver the best ad experiences everywhere.

As TV converges with digital, Google Ad Manager is empowering TV partners to reimagine the commercial break with seamless, personalized, and measurable ad experiences everywhere people are watching. Using Google Ad Manager's advanced TV solutions, programmers and operators can deliver a high-quality ad experience across all platforms and devices with commercials that are relevant to each viewer. The effectiveness of these ads can be instantly gauged and campaigns quickly made better. The benefits also extend to advertisers, making it possible for them to reach audiences with the right message at the right time on premium TV inventory.

The ability to seamlessly deliver and measure advertisements across all platforms means that TV companies will be able to grow demand and maximize yield, reap new revenue from their inventory, and take control of their future. It all starts with reimagining what the commercial break can and should be.

A seamless broadcast-quality TV experience, everywhere people are watching

Not too long ago, television was experienced by families in the comfort of their living rooms where they gathered together for the 6 pm news or their favorite sitcom. Now TV is everywhere and people can watch where and when they want. Every screen is a video screen. And today, more than ever, the viewer is in control.

According to [comScore's 2019 State of OTT](#) (over-the-top) report, in the past two years there's been a 25% increase in homes streaming OTT content and total time spent on OTT has recently exceeded time spent on DVR in the U.S. **Similarly, we've seen the number of connected TV impressions in Ad Manager more than double year-over-year in 2019¹.** While traditional TV still owns the lion's share of viewers' attention, it's clear that those ratios are shifting.

Streaming video is clearly on the rise, especially among younger viewers who've grown accustomed to having control over when, where, and what they watch. The video-binging generation expects the same seamless viewing experience on every screen, including advertisements. They won't wait for videos to buffer or tolerate a low quality experience. [Conviva's Q1 2019 State of the Streaming TV Industry](#) report states that viewers will abandon OTT content after just 5 seconds of ad delays. Both content and ads must be delivered with the same quality and personalization on every platform.

Google Ad Manager helps address all of these issues by providing broadcast-quality ad experiences seamlessly across all screens and content types. The key lies in these foundational technologies:

Dynamic Ad Insertion: This [server-side ad insertion technology](#) brings precision and flexibility to advertising on the TV screen. Programmers and operators can insert broadcast-quality video ads seamlessly into live, linear, or on-demand programming and earn revenue across every platform. It provides a true cross-screen viewing experience without latency or buffering, as well as the scalable infrastructure and capacity to deliver ads to millions of concurrent viewers during live events at anytime.

¹ Google Ad Manager Internal Data, Q2'2018 - Q2' 2019



The number of connected TV impressions in Ad Manager more than doubled year-over-year in 2019¹.

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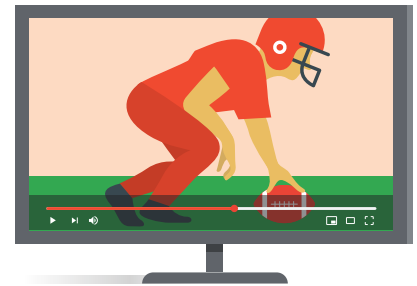
Google Ad Manager's Dynamic Ad Insertion is also the first server-side ad insertion solution to be accredited by the Media Rating Council (MRC) for its client-initiated impression measurement of video ads on live and video on-demand content.

We've also seen growth in video ads on our platform. In 2019, the number of video ad impressions served using Ad Manager's Dynamic Ad Insertion technology increased over 140% year-over-year².

Inventory Sharing: Programmers often have complex inventory sharing agreements with content distributors, including traditional TV operators and digital distribution partners like virtual multi-channel video programming distributors (vMVPD) and OTT services, in which they share a portion of their ad inventory.

To remove some complexity, Ad Manager's inventory sharing feature supports a multitude of inventory sharing configurations to ensure pre-negotiated agreements are met. Programmers are now able to manage rules—like category exclusions, frequency caps, or yield management—across different inventory shares even when a distributor is using a different ad server from their programming partner. As a result, programmers can deliver seamless, broadcast-quality ad experiences in all the places their content is available.

140%



In 2019, the number of video ad impressions served using Ad Manager's Dynamic Ad Insertion technology increased over 140% year-over-year².

²Google Ad Manager Internal Data, Q2'2018 - Q2' 2019

Personalized ads that maximize value and engage viewers across every screen

Historically, one of the biggest limitations of traditional TV commercials is that they haven't been tailored to people's interests. Viewers may be identified as part of a broad audience segment based on Gross Rating Points (GRPs) – for example, females between the ages of 21 and 34 – but rarely do they encounter ads that speak to them.

By contrast, [Ipsos/Google](#) research on advertising attention shows that viewers are three times more likely to pay attention to video ads that are relevant to their interests. With new technological capabilities, truly relevant advertising is finally a reality.

Programmers can use Google Ad Manager to deliver relevant ad experiences and tailor commercial breaks for every screen, via the following features:

Smarter Ad Breaks Suite: Our [Smarter Ad Breaks Suite](#) offers programmers TV-like control and digital-flexibility to configure a personalized commercial break. Using a combination of features—including optimized pods, ad rules, ad break templates, ad buffet, and protections and controls—programmers can craft a truly customized experience for viewers while maximizing revenue and respecting advertiser requirements. This feature is best used with Ad Manager's programmatic offerings, which are compatible with our backfill and fallback functionalities.

- **Optimized Pods** allow programmers to set a duration for their commercial break and Ad Manager will automatically select the optimal set of ads to show across both reserved and programmatic ads of any length. This feature increases fill rate and revenue—all while honoring frequency caps, publisher exclusions, targeting, brand safety measures, and more.
- **Ad Rules** define when, where and how ad pods – groups of ads assembled during commercial breaks – are shown, as well as how many ads are shown with a maximum set ad pod duration throughout a content stream. This feature offers a scalable way to implement rules, like targeting and frequency capping, across pre-roll, mid-roll, and post-roll video ads.
- **Ad Break Templates** offer more TV-like control with digital flexibility for every commercial break. Partners are able to craft a truly customized ad experience by specifying the order, length, type of ad spot, backfill or inventory sharing opt-ins, and the mix of programmatic

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and direct ads in a commercial break. Partners can curate each specific ad spot with an easy drag-and-drop functionality and can apply these templates to future commercial breaks once they see what's working best.

- **Ad Buffet** ensures programmers never miss an opportunity to fill valuable ad space. When programmers enable Ad Buffet for their Optimized Pods, Ad Manager will return a set of fallback ads to insert in case any ad fails to render during the commercial break.
- **Protections & Controls** provide programmers with the ability to respect advertiser guidelines such as competitive exclusions and brand safety settings across every ad break for both reservation and programmatic ads.

When these features are layered together, partners have complete oversight of every ad break. And the results so far have been extraordinary: **Partners using Smarter Ad Breaks have seen an average revenue uplift of 50 percent over standard ad pods³**. In comparison, standard ad pods are commercial breaks where each ad slot is decisioned individually and independent of each other, which can lead to inefficient yield management.



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³ Google Ad Manager Internal Data, March 2018

A holistic way to plan, measure, and report on what's working best and optimize for your advertisers and viewers

No matter what phase of the campaign lifecycle you're in—whether that's planning, managing, or post-campaign—Google Ad Manager offers insights that can help you understand what's working best and identify ways to make improvements for your own inventory, your advertising partners, and your viewers.

Our unified platform makes it possible for you to see a single, consolidated view of your inventory, audiences, and performance with powerful visualizations and actionable recommendations.

These insights allow TV partners to more accurately plan for their campaigns, deliver the right mix of ads to each viewer to improve the user experience, and drive more impact for their advertisers and more revenue for themselves.

Here are the features making inventory, audience, and performance insights possible:



Inventory Insights

TV forecasting: It's important to be able to accurately forecast your TV inventory for planning, pacing, and selling purposes, but for TV companies this can be especially challenging given the peaks and valleys of season premieres, finales, live events, and everything inbetween. Our advanced TV forecasting system makes it possible to use historical traffic to model and predict the future availability of TV ad inventory with accuracy. This feature helps account for the viewing peaks and valleys and can provide better pacing throughout TV series based on historical data and custom curves.

Viewability Measurement: Google Ad Manager's [Active View technology](#) allows publishers and app developers to measure the viewability of their web and app inventory based on the Media Rating Council's viewability standards at no additional cost. We're also integrated with the [IAB's Open Measurement Software Development Kit](#), which offers publishers a single SDK that can be used to access multiple measurement providers, so they can easily measure in-app

viewability. This also means advertisers can use a provider of their choice for in-app viewability measurement, which can lead to more confidence, transparency, and flexibility when running ads on mobile app inventory.



Audience Insights

Nielsen DAR integration: Google Ad Manager is integrated with [Nielsen Digital Ad Ratings](#) (DAR) to allow publishers to easily manage audience guarantee buys with Nielsen DAR measurement, simplifying workflows through auto-pixeling and providing consolidated reporting through Ad Manager. We also support Nielsen's OTT device measurement solutions, including Nielsen's co-viewing factor. This solution accounts for OTT devices where there may be multiple viewers watching the same TV show in the living room. At the moment, DAR in Ad Manager is available in the US, Canada, and Japan.



Performance Insights

Video Reporting: Ad Manager offers consolidated performance reporting across all formats, platforms, and content types to help partners understand what's working best. Partners are able to monitor the quality of the playback experience, average view times, video completion rates, Video Ad Serving Template (VAST) errors, unapproved redirects, and more. Sell-through reports provide a thorough understanding of the total inventory available for each Smarter Ad Break including unmatched time and how many ad requests resulted in fallback ads.

Real-time reporting: Ad Manager's real-time reporting offers insights into impressions, responses, creatives, VAST errors, and more. This can help partners quickly identify and fix any ad delivery issues in live and on-demand content in real-time so that they can continue to deliver a broadcast-quality viewing experience and grow revenue.

Using Ad Manager, TV companies can gain complete insight into how their commercial breaks are performing.

Reimagining the commercial break

Reimagining the commercial break offers a way to reach and engage viewers further with content they care about. When ads provide a good experience, it benefits everyone. Advertisers seamlessly reach the audience they're looking for. Programmers and operators can maximize their inventory and continually improve their performance. Consumers get information they can act upon.

But transforming commercials for the multi-screen era demands deep subject-matter knowledge. It calls for innovative technologies and the expertise to use them intelligently. Google has a deep understanding of all types of screens and formats, and content – one that can guide TV companies on their journey into the digital future as they navigate convergence.

[Learn more](#) about how we're empowering TV partners to reimagine the commercial break with seamless, personalized, and measurable ad experiences everywhere people are watching.

Visit the [Ad Manager website](#) or [contact us here](#).

