Google Ad Manager

Seamlessly reach viewers everywhere with Dynamic Ad Insertion

When you think about TV, you don't think about buffering, or poor ad-resolution quality. TV just works, and it works at scale. But as viewers are increasingly watching their favorite TV shows or large live events like the Olympics through over-the-top (OTT) services and across a variety of different devices, it's important to make sure that they experience the same quality on digital as they do on TV.

Dynamic Ad Insertion helps broadcasters and distributors earn more revenue for their video inventory by delivering a seamless and personalized viewer experience. Because it's built directly into Google Ad Manager, Dynamic Ad Insertion helps you take advantage of advanced monetization software and machine learning to maximize your revenue across devices, for live and on-demand content.

Google Ad Manager's Dynamic Ad Insertion is the first server-side ad insertion (SSAI) 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. Partners using the solution also benefit from robust debugging tools and 24/7 support to ensure reliable delivery and help achieve operational efficiency. This is why Ad Manager's solution has powered digital monetization for some of the largest global events in the past three years, including the World Cup, the Winter Olympics, the NFL Playoffs, and more.

Learn more and get started with Dynamic Ad Insertion

- Learn about Dynamic Ad Insertion (DAI)

- Prepare to implement DAI

- Prepare live/linear stream content

- Prepare video on demand content

- Glossary of DAI terminology

- Authenticate DAI video stream request

- Overview of DAI Pod Serving

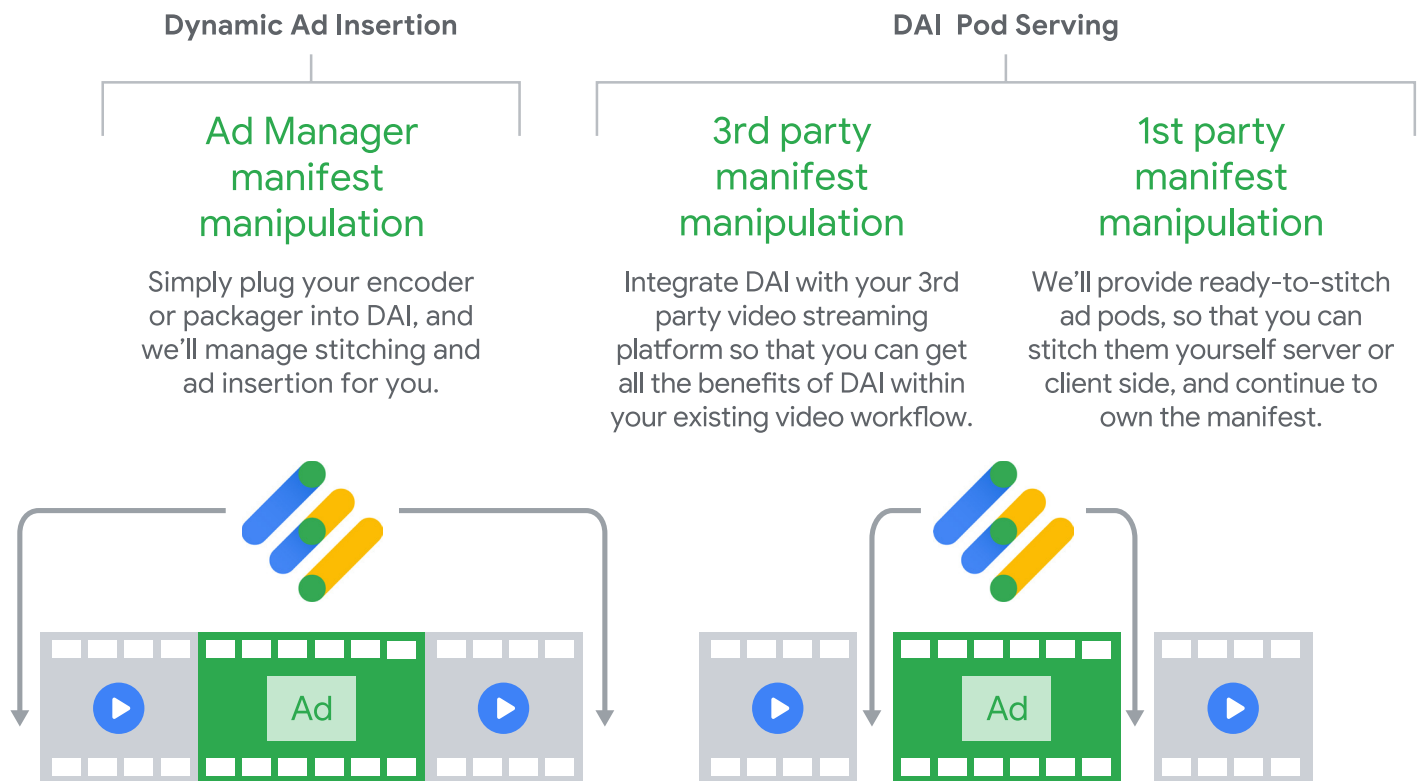# How Dynamic Ad Insertion works and its flexible implementation options

Dynamic Ad Insertion is a server-side ad-insertion technology that enables a seamless, personalized ad experience at scale. It does so by managing the following processes:

1. **Ad Pod Building:** Request video ads and unify them into an ad pod, or commercial break.

2. **Creative Conditioning:** Transcode every video creative in advance to meet the format and delivery requirements of each device.

3. **Manifest manipulation:** Insert video ad pods by "stitching" them into content to create a single, seamless video stream in real time.

1	2	3
Ad Pod building	Creative conditioning	Manifest manipulation
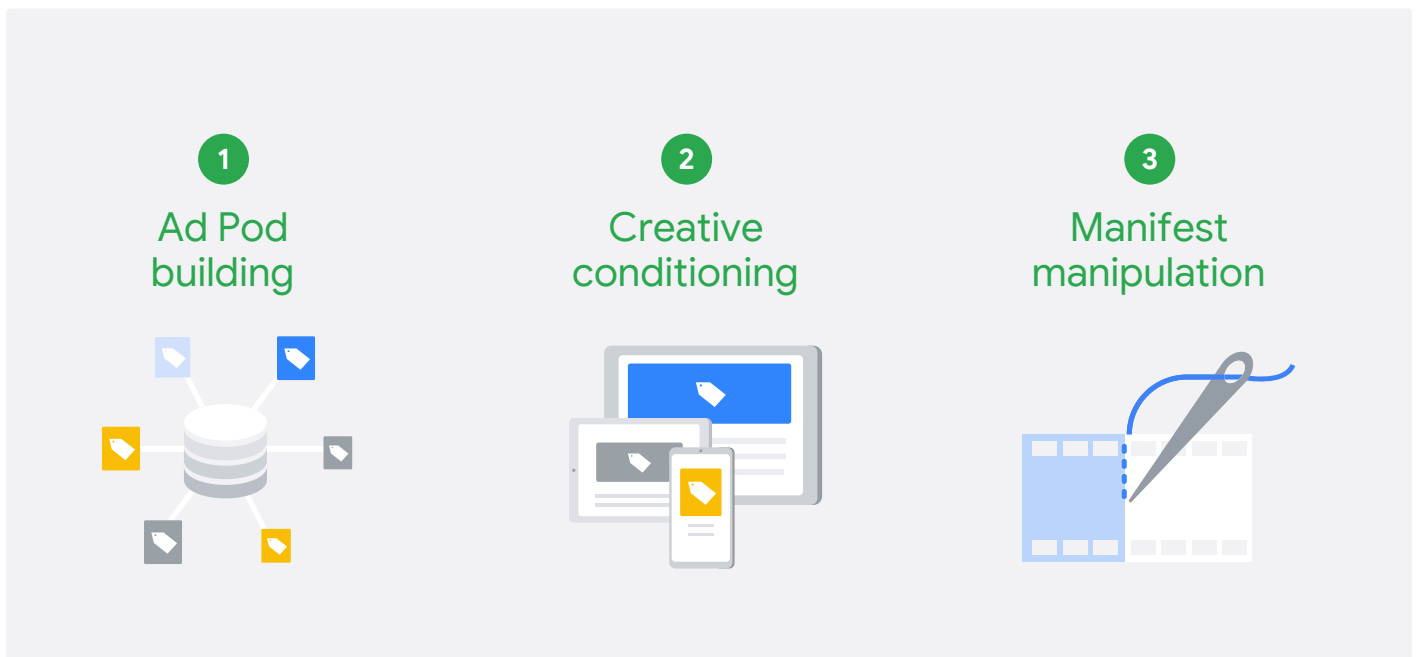
Ad Manager offers two integration options for partners, either Dynamic Ad Insertion (DAI)
or DAI Pod Serving:

- **With Dynamic Ad Insertion**, partners send their video content to DAI and it manages all of the above three steps—ad pod building, creative conditioning, and manifest manipulation where it stitches the content and ads together into a single video stream.

- **With DAI Pod Serving**, partners no longer need to send their content to DAI. Instead, DAI Pod Serving manages steps 1 and 2—ad pod building and creative conditioning—and integrates directly with partners existing first or third-party streaming solutions. DAI Pod Serving will send "ready to stitch" ad pods to partners' existing streaming solutions, offering partners more flexibility and control over their end to end streaming workflow and manifest manipulation process.

Dynamic Ad Insertion	DAI Pod Serving	
Ad Manager manifest manipulation	**3rd party manifest manipulation**	**1st party manifest manipulation**
Simply plug your encoder or packager into DAI, and we'll manage stitching and ad insertion for you.	Integrate DAI with your 3rd party video streaming platform so that you can get all the benefits of DAI within your existing video workflow.	We'll provide ready-to-stitch ad pods, so that you can stitch them yourself server or client side, and continue to own the manifest.

Regardless of how you choose to integrate, you'll receive all the same benefits of Ad Manager's Dynamic Ad Insertion solution described below.

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Deliver seamless and personalized ad experiences at scale

Delivering seamless and personalized ad experiences is important for both live and video on-demand (VOD) content, but especially challenging and critical during live events where stream failure has high-stakes consequences. Dynamic Ad Insertion reliably supports millions of concurrent viewers with advanced pre-fetching ad decisioning, a sophisticated detection and mitigation system, and Google infrastructure and serving capacity. Across live and VOD content, Dynamic Ad Insertion supports mobile apps (iOS, Android), web (HTML5), and connected TV devices, including Chromecast, tvOS, xBox, and many more.

Optimal revenue across direct and indirect demand

Using Google Ad Manager's industry-leading innovation and monetization expertise, Dynamic Ad Insertion provides a holistic monetization-first approach and is uniquely positioned to help partners maximize revenue across both direct and indirect demand. It removes vendor fragmentation and complexity by ensuring ad serving and programmatic functionalities work out of the box.

Integrating with Ad Manager also enables better monetization across reservation and programmatic in the following ways:

- **Maximize revenue potential** with high-quality ad experiences at scale with advanced DAI Prefetch and [Early Break Notification API](#)

- **Proactively ingest and transcode creatives** to deliver seamless watch experiences, maximize ad fill opportunities, and adhere to creative requirements

- **Grow programmatic performance** across all transaction types with full programmatic signals coverage via the Dynamic Ad Insertion Interactive Media Ads Software Development Kit (DAI IMA SDK)

- **Access to comprehensive programmatic demand sources**, Access comprehensive programmatic demand sources, including Google's proprietary demand and formats, such as TrueView

- **Utilize Ad Manager advanced TV features**, including Smarter Ad Breaks, inventory sharing, and TV forecasting

- **Integrate viewability measurement** with Active View and Open Measurement

- **Leverage the integration** with Brightline and Innovid for interactive formats

- **Access reliable and accurate VAST-compliant reporting** and MRC-accredited impression tracking with client-side verification

Operational simplicity and efficiency

Deploying Dynamic Ad Insertion works with your existing infrastructures and workflows to ensure minimal disruption for you and your viewers, and offers several key efficiencies:

- **SCTE-35 support minimizes** operational changes to your existing video workflow and content delivery infrastructure

- **Robust debugging tools**, livestream monitoring, and mitigation support offer increased operational efficiency

- **World-class global service** provides technical consultation and 24/7 support

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