

# Publisher best practices: Live Biddable

Optimizing setup  
and yield for live  
sporting events.



# Winning when the game goes live

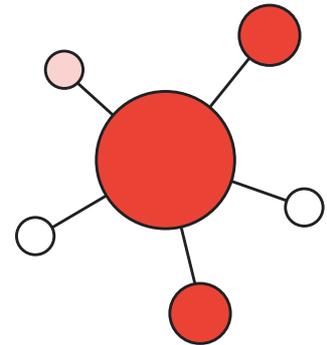


Live sports offer a **unique revenue opportunity**, but they demand a specific technical approach.

This guide outlines the critical requirements and **strategic best practices** to help you maximize yield with **Google Ad Manager's Live Biddable solution**.

PHASE 1

# Inventory & integration



Maximize inventory by verifying your technical setup before game day.

## INTEGRATION

### Tags & SDKs:

Set up Ad Manager [ad units](#), then [generate](#) and implement tags in your player. Ensure you are using the correct SDK ([IMA](#), [PAL](#), or [SDKless](#)).

## CONSTRAINTS

### Ensure you aren't blocking demand:

Review your [protections](#). Audit [duration](#) limits—the most constraining limit across all levels will be enforced.

### Stick to standard creative specifications:

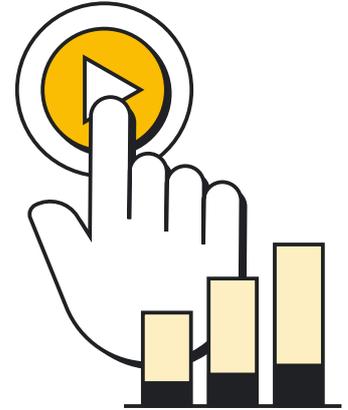
Using non-standard formats requires you proactively communicate them to both bidders and your Google team to avoid blocks.

## PRICING RULES

### Price floor management:

Be aware that the higher of any overlapping price floors will be the effective floor applied. Review your [price floor](#) setup to prevent bids from being unnecessarily filtered by excessively high settings.

# Passing the right signals



High-quality signals are the prerequisite for premium demand.

## CRITICAL REQUIREMENT

Confirm you are passing the required video signals for both ad serving and programmatic.

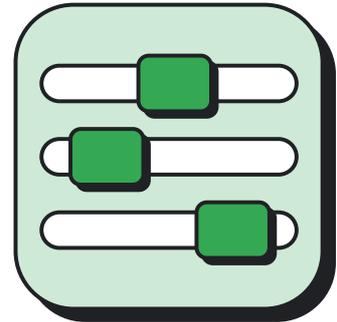
See [parameters required for ad serving](#), [recommended programmatic](#), and [required programmatic](#).

## BEST PRACTICE

### Content packaging

Clearly signal the difference between live content, shoulder content (pre/post-game), and replays. This clarity is essential for accurate targeting and pricing.

# Managing live traffic



Protect the viewer experience by managing traffic spikes effectively.

## TECHNICAL MANDATORY

### The `/live/` path:

To effectively manage traffic, you must include the `/live/` path in all [live ad calls](#).

## PERFORMANCE OPTIMIZATION

### Prefetching:

Implement randomized prefetching to distribute load during high-concurrency events.

## VIEWER EXPERIENCE

### Ad podding:

Proactively review your [ad podding](#) strategy early to ensure optimal fill and a smooth user experience.

# Monetization & packaging



Ensure your premium live sports inventory is packaged properly, enabling buying across all major programmatic deal types. With Google Ad Manager's [Private Marketplace](#) solutions, which include Private Auctions & [Marketplace Packages](#), you can control the transaction.

## Deal controls:

- Select the buyers
- Set the minimum price
- Define the targeting rules
- Adjust the priority of the Private Auction relative to other non-guaranteed deals



# Let the games begin

By securing your foundation, signaling your value, and managing the live traffic load, **you're ready to capture the full value** of your live sports inventory.