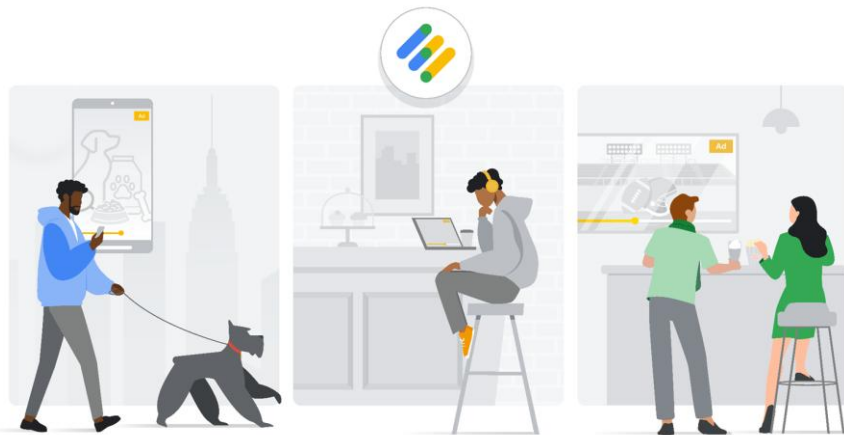


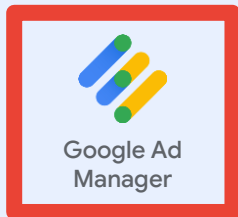
# Unlock Premium Ad Experiences with Server-Guided Ad Insertion (SGAI)



Dr. Oliver Friedrich  
Head of Video Publisher  
Partnerships

Google Ad Manager

# Accelerate your video business with the best of Google technologies



Ads



Analytics



Campaign Manager 360



Google Cloud



Android TV



YouTube



YT Partner Sales



Google TV



Player & SDK

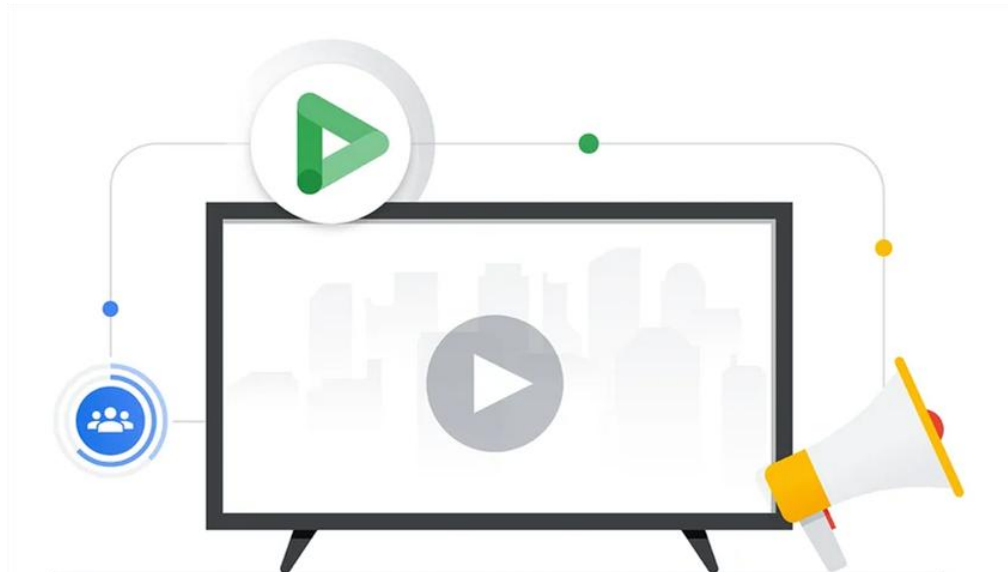
## Better together

Grow your business with access to new audiences and revenue streams.

Increase operational efficiency of your tech stack.

# A digital platform built for TV

Google Ad Manager is a **unified platform** that serves across all critical components of a video publisher's workflow



Player & Device SDKs

Dynamic Ad Insertion  
(SSAI/DAI)

Ad Decisioning  
Service

Programmatic SSP

 Google Ad Manager

# We work with..



MEDIASET *españa.*

bouygues TELECOM  

**CANAL+**

**B B C**

**DAZN**







**7.1 SEVEN.ONE MEDIA**







**FOX**





**Roku**



**ZATTOO**

waipu  .tv

**Bloomberg**



















Telkom Indonesia 



**NIKKEI**



**VIACOM 18**



Google Ad Manager

# TV & platform companies choose **Google Ad Manager** to monetize across all platforms, both digital and linear



Primary partner for Dynamic Ad Insertion in the Balkans



**DAZN**

Large scale Dynamic Ad Insertion (DAI) for live sports



**Media for Europe**

**ProSiebenSat.1**

Transitioning BVOD and Linear OTT into programmatic



**Disney+ EMEA**

Privacy-first integration activating Programmatic Direct for Disney+ in EMEA

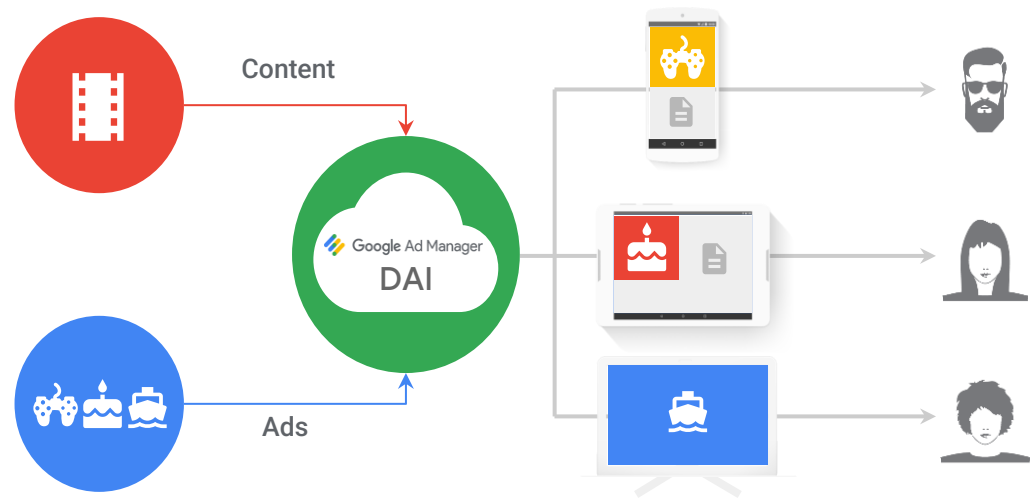


**Vodafone**

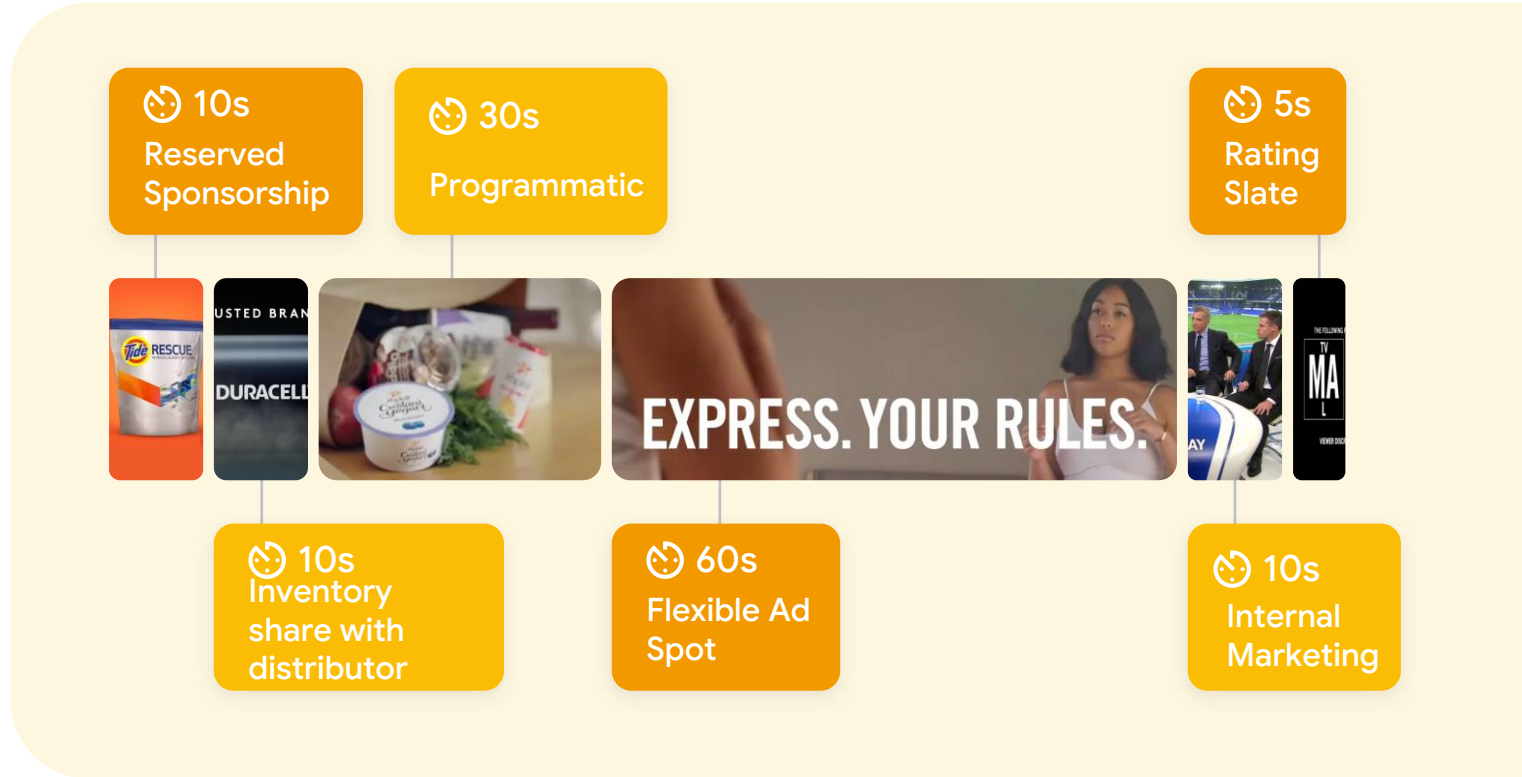
10 year strategic deal Addressable TV within Vodafone TV Set-top-box

# It starts with Dynamic Ad Insertion

DAI is a server-side ad insertion technology that unifies the ad with the video stream **server-side**, delivering **uniquely targeted** ads to every viewer for **all content** & **all devices**



# Linear TV in OTT challenge: Dynamic Ad Insertion



# The Publisher's Dilemma: The Ad Insertion Challenge



## LATENCY IS THE ENEMY

Viewers expect seamless, high-quality streaming



## RELIABILITY IS KEY

The transition from content to ads must be smooth and buffer-free



## CUSTOMIZATION AT SCALE IS HARD

Personalizing the ad experience for millions of users in real-time presents a significant challenge



## MONETIZATION REQUIRES A CAREFUL BALANCE

Maximizing revenue from all existing ad inventory without compromising the core user experience is the goal

## Some definitions ...EMEA flavours

### Addressable Advertising:

The ability to show different ads to different households or individuals

**Dynamic Ad Insertion (DAI):**  
Ads inserted into (live) streams

**Server-Guided Ad Insertion (SGAI):**  
Evolving the TV ad experience

**Dynamic Ad Substitution (DAS):**  
Ads replaced in linear TV

**HbbTV Ad Substitution:**  
Replacing TV ads in free-to-air  
distribution platforms

**Set-top Box Ad Substitution:**  
Supporting TV operators to offer  
addressable advertising

Google Ad Manager

# Server-Guided Ad Insertion

Combine linear ad insertion and **new formats**

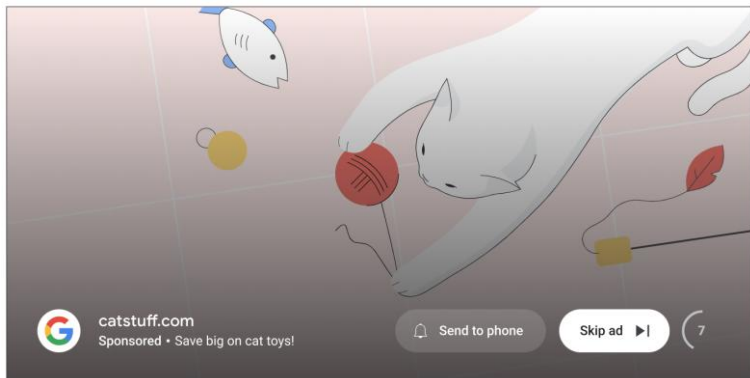




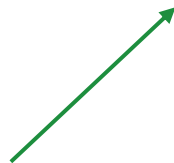
<https://iabtechlab.com/ad-format-hero/>

- **Pause Ads**
- **Overlay Ads Over Content**
- **Menu & Home Screen Ads**
- **Screen Saver Ads**
- **In-Scene Insertion Ads**
- **Content Squeeze Back Ads**
- **Ad Squeeze Back Ads (L-Banner)**
- **Immersive/Extendable Ads**

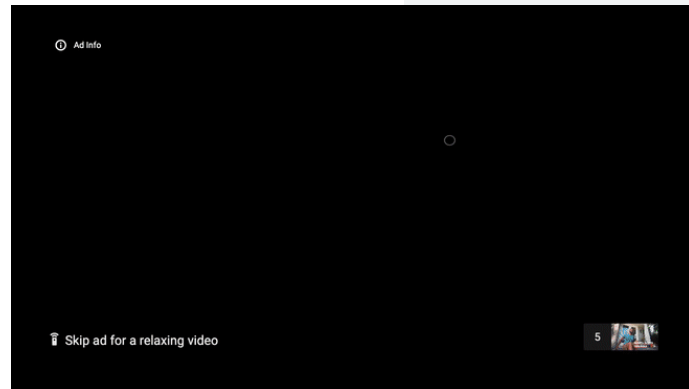
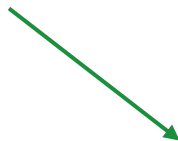
# Food for thought: Skippable Ads In Live



Last ad in break



SKIP









Skip to slate

Resume existing content



Interactive content

# Why consider SGAI? · Key Benefits

Business Impact	Technical Advantage
<p> <b>Drive More Revenue:</b> Get full access to the largest pools of ad inventory to maximize demand</p>	<p> <b>Boost Performance &amp; Scalability:</b> Deliver digital ad breaks in Low Latency streams leverage Early Ad Break Notification to achieve massive scale</p>
<p> <b>Enhance the Viewer Experience:</b> Deliver smooth, TV-like transitions that reduce viewer churn and protect your brand</p>	<p> <b>Simplify Implementation &amp; Ops:</b> Faster to implement and easier to troubleshoot with no complex server-side integration or proxy server required</p>
<p> <b>Innovate with New Ad Formats:</b> Leverage new, less intrusive ad products like L-Banners or double boxes to open up new revenue streams</p>	<p> <b>Take back full control of your stream manifest:</b> Content security, restrictions and other streaming features are not impacted by the introduction and delivery of digital ad breaks</p>

# SGAI · Performance



**Fill Rate**

**+132%**

Smarter ad logic improves inventory utilization and increases fill rates



**Match Rate**

**+40%**

Enriched ad-tags improved programmatic match rates and unlocked more revenue



**eCPM**

**+76%**

High viewability tracking increased eCPMs and strengthened advertiser trust



**Ad Requests**

**-50%**

Reducing costs while boosting efficiency

# Getting Started with SGAI · The Technical Details

- **Supported Platforms:** H5, Android, and iOS
- **Supported Video Players:** Dolby, Bitmovin, Exoplayer, with a clear path for testing proprietary players
- **Supported Protocols:** HLS is ready, and DASH is in development
- **Pricing:** The same CPM structure as the existing DAI product

# In summary

01.

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**Drive More Revenue:**

Access the industry's largest pool of ad inventory to maximize fill rates for your ad placements

02.

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**Unlock New Revenue**

**Streams:** Innovate with new and less intrusive ad formats, such as L-Banners, to create additional revenue opportunities

03.

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**Maintain Full Control &**

**Security:** Seamlessly integrate ad breaks without compromising your stream manifest, content security, or other critical streaming features

04.

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**Streamline Operations:**

Faster to implement and easier to troubleshoot, removing the need for complex server-side integrations or proxy servers

# Thank You!

