New monetization and AI tools for publishersNew monetization and AI tools for publishersVP, Sell-side Monetization

Capture more value from live moments

Unpredictable live events, like a football game that goes into overtime or an award show that runs over, can create high-value audiences. But monetizing that inventory in real time has historically been a technical and operational challenge for publishers.

As 82% of buyers say that they are likely to increase their programmatic live CTV investment in the next 12 months, our new CTV Live-biddable solution for Ad Manager helps publishers maximize the value of high-viewership live events. Publishers can now understand their live event audiences in real time at scale, giving advertisers access to the most engaged audiences at the moments that matter.

We’re continuing our work with publishers and ad tech providers to create industry-wide standards for implementation, and introducing new features to help streamline adoption. This includes smarter content identification and more reliable ad delivery, enabling advertisers to more easily find and bid on this impactful live

inventory.

“Google Ad Manager’s live CTV solution allowed us to deliver high-quality streams of the FIFA Club World Cup to millions of fans globally, seamlessly transitioning between live matches and personalized ads and enabling us to monetize our premium, peak-viewership inventory.” Ronan McCarthy, SVP, Media Operations at DAZN