




Google TV:

Why Advertisers Should Opt-in Google TV Ads?



125+
channels

place **unskippable in-stream ad spots** across more than 125 live channels — many that are FAST channels

Source: The Verge



Benefits of Advertising on Google TV

Google TV empowers brands to connect with viewers seamlessly throughout their viewing journey, from casual news consumption to immersive binge-watching.

✔ Reach a Large and Engaged Audience

Google TV boasts over 20 million monthly active users who spend an average of over 75 minutes per day watching content on the platform.

✔ Target Viewers with Precision

Utilize Google's powerful targeting capabilities to reach your ideal audience based on demographics, interests, and viewing habits.

✔ New Advertising Flexibility

Google's recent expansion of ad placements across live, on-demand, and YouTube content provides greater flexibility and control over your campaigns.

✔ Drive Smarter Ad Strategies

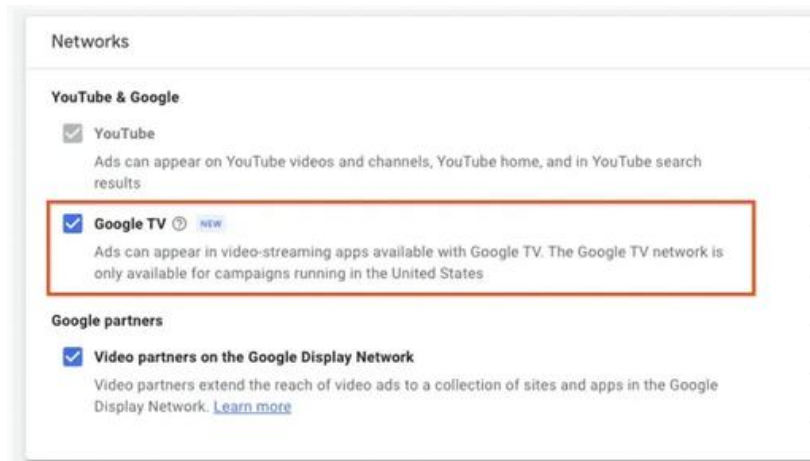
The ability to fine-tune ad placement and targeting will change how businesses allocate advertising budgets.



Understanding the Basics

✔ Campaign Setup

When setting up your video campaign, select the Google TV network alongside YouTube to maximize reach on premium, linear TV content.



✔ Ad Types

Reach-focused campaigns.

Google Ads supports ads on Google TV by default for new campaigns with **"Efficient reach"** or **"Non-skippable"** subtypes.

Campaign subtype	Bidding strategy	Default opt-in	Ad formats that can serve on Google TV in-stream
Non-skippable	CPM	✔	• Non-skippable in-stream (15 seconds)
Efficient reach	CPM	✔	• Bumper (6 seconds)

✔ Objectives

Awareness & Consideration or Create campaign without a goal's guidance.

✔ Ad formats

- Non-skippable in-stream ads
- Bumper ads (6 seconds)



✔ [Learn how to set-up Google TV here](#)

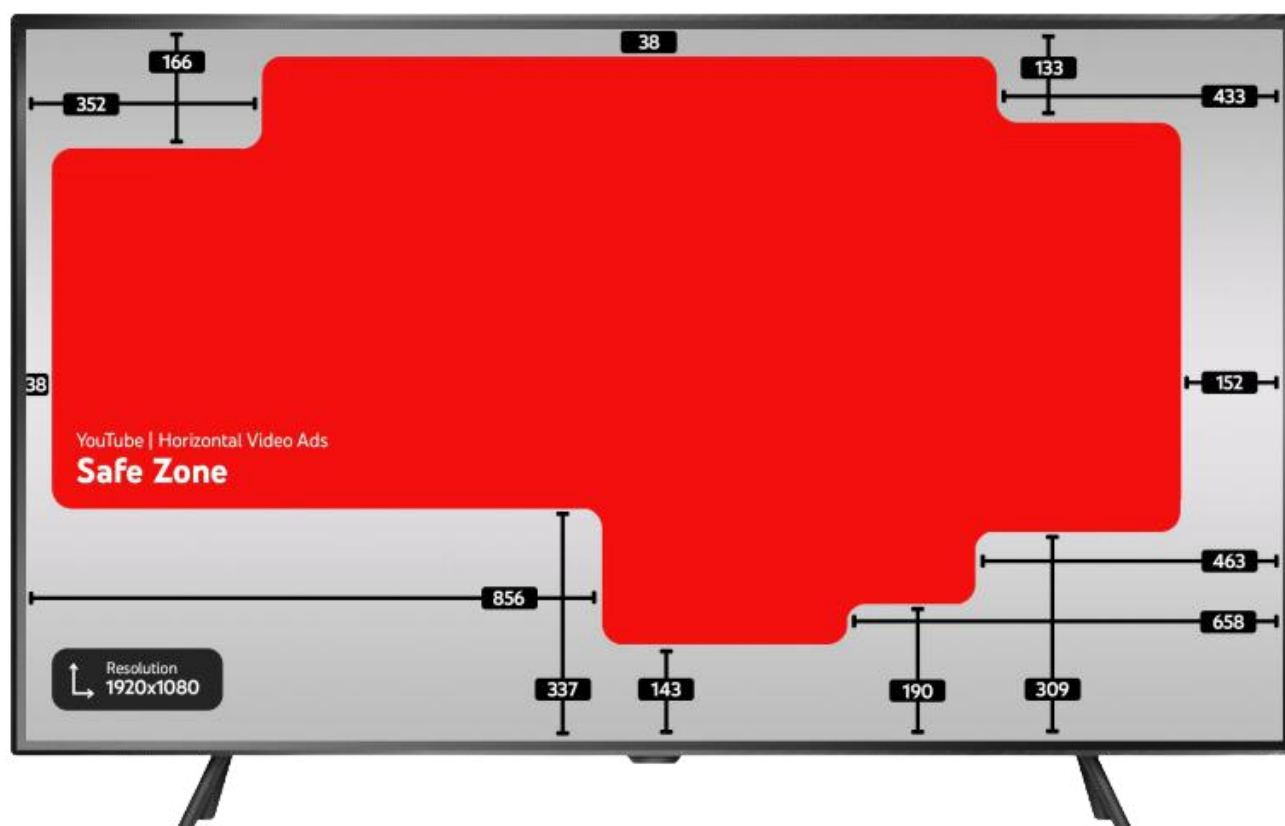


Google TV

Safe Zone

Universal Safe Zone for Horizontal Video Ads

Different ads or posts can look different depending on where they show up. To make sure important parts of your ad (like your logo and product info) are always visible, keep them inside the red area on the image. This will stop parts of your ad from getting covered up.



Horizontal example on TV

Use same horizontal safe area for mobile, desktop, and tablet


 Download your PNG overlay [here](#)



Google TV

Ad Format and Preview



Google TV Masthead

When the TV is switched on, the Masthead ad appears first in a featured carousel of content, followed by organic recommendations.

How Masthead appears on Google TV

✔ "For you" landing page

The Masthead creative would be a static image, based on the video thumbnail, the title, and the promotional description.

✔ Focused state

As the viewer focuses and presses the down button on the remote, the CTA button is presented while the video continues to play

✔ Auto play

After 2 seconds, the static image transitions into the video with no sound.

The UI, along with the dark scrim, remains in place.

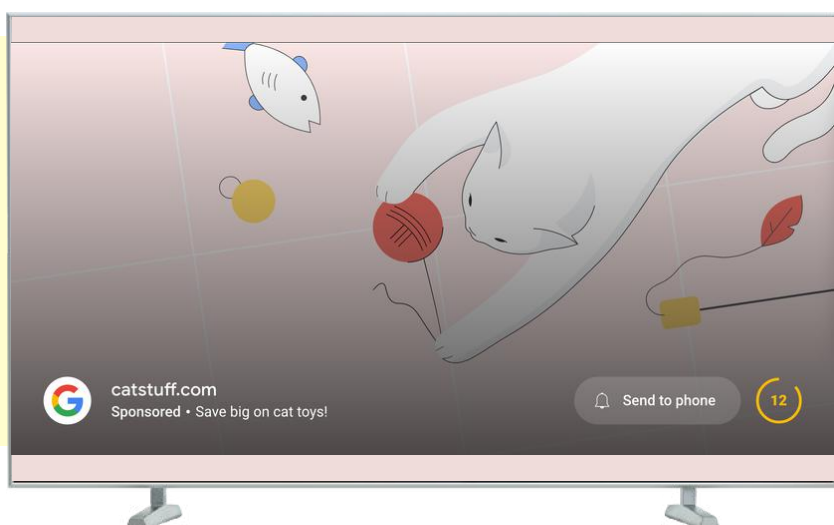
✔ Immersive preview

After focusing, if the viewer remains idle with no interaction with the Masthead, the UI transitions into a fullscreen playback of the video with sound.



Google TV

Ad Formats and Ad Specs



Non-skippable in-stream ads

These ads play before, during, or after other video content and cannot be skipped by viewers.



Ad Specs

	Recommended	Accepted	Callouts
Resolution	1080p (Full HD)	720p (Standard HD)	For optimal quality, we don't recommend using SD.
Aspect ratio	<ul style="list-style-type: none"> • 16:9 for horizontal • 9:16 for vertical • 1:1 for square 	<ul style="list-style-type: none"> • 4:3 (SD) for horizontal • 2:3 (SD) for vertical 	For optimal quality, we don't recommend using SD.
Format	MPG (MPEG-2 or MPEG-4)	WMV, .AVI, .MOV and .FLV .MPEG-1, .MP4, .MPEGPS, 3GPP, WebM, DNxHR, ProRes, CineForm and HEVC (h265)	Audio files like MP3, WAV, or PCM files on YouTube aren't accepted.
File size	≤256 GB		
Length	:15 (:20 in certain markets)	≤:15 (≤:20 in certain markets)	If ad is ≤:06, it will run as a Bumper
Headline	≤15 characters		If you have a CTA, ≤10 characters

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