



Google TV:

Expand YouTube Ad Awareness Campaign Reach to TV Viewers



33%

jump in streaming vs. 17% drop in cable and broadcast viewership

Source: (Nielsen, 2022-Q1 2024)



Key Benefits for Media Buyers

Media buyers can boost reach and engagement by adding Google TV ads to YouTube awareness campaigns. This expands to smart TVs, streamers, and mobile devices, with precise targeting and easy management in Google Ads.

Google TV & YouTube TV

Similarities



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Setup in Google Ads



Media Buyers Cannot Guarantee Specific Channel Placement



Auction-Based Buying



Support for Traditional and Vertical Video Creatives



Measurable Performance

Differences



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Ad Cost Models



Campaign Accessibility



Ad Formats



Inventory Differences

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Google TV vs YouTube TV

Similarities

With the expansion of the Connected TV inventory, media buyers looking to extend their reach to living room viewers must incorporate Google TV and YouTube TV into their media plans. **But aren't Google TV and YouTube TV ads the same?**

✔ Set up in Google Ads

Manage both ads in one place. Single platform for campaign management & reporting.

✔ No Guaranteed Specific Channel Placement

Ads shown based on targeting & auction results. Less control over exact channel placement.

✔ Auction-Based Buying

Bid for ad placements, highest bidder wins. Efficient ad spending for target audience.

✔ Traditional & Vertical Video Support

Use various video formats for better engagement. Flexible video formats for different devices.

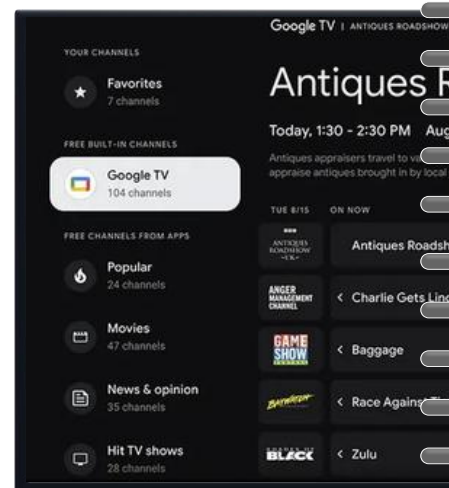
✔ Measurable Performance

Track key metrics for campaign optimization. Data-driven approach for campaign improvement.



monthly active devices, plus expand to **YouTube's 150 million living room viewers.**

Source: The Verge





Google TV vs YouTube TV Differences

| Differences | Google TV | YouTube TV |
|-------------------------------|--|--|
| Ad Cost Models | CPM (impressions) | CPM & CPV (views) |
| Campaign Accessibility | Video Reach Campaigns (Efficient Reach, Non-Skippable Reach) | Video Reach Campaigns (Efficient Reach, Non-Skippable Reach), Video View Campaigns |
| Ad Formats | 15-Second Non-Skippable Ads, 6-Second Bumper Ads (Non-Skippable) | Skippable & Non-Skippable Ads, Various Lengths |
| Inventory | Hundreds of Channels (Live Sports, TV Shows, Movies) Integrated with Smart TVs & Streaming Devices | Live TV (100+ Channels), On-Demand Content, Diverse Range |



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

Source: The Verge



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