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### About Google

Google aims to make advertising better for users, advertisers and publishers. With Google's media and platform solutions, advertisers can more easily reach the right audiences at scale and drive campaign performance. For publishers, Google provides access to technology, buyers and insights that help maximize the value of every impression.

Learn more at:  
[www.google.com](http://www.google.com)



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### About DoubleClick

Google's DoubleClick™ products provide ad management and ad serving solutions to companies that buy, create or sell online advertising. The world's top marketers, publishers, ad networks and agencies use DoubleClick products as the foundation for their online advertising businesses. With deep expertise in ad serving, media planning, search management, rich media, video and mobile, our DoubleClick products help customers execute their digital media strategy more effectively.

Learn more at:  
[www.google.com/doubleclick](http://www.google.com/doubleclick)

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## Benefits of using Google's IMA3 SDK

When a player has been integrated with Google's IMA3 SDK, publishers can take advantage of advanced features in the DoubleClick for Publishers (DFP) video module, including:

### Ad experience controls – Ad Rules

- Podding by ad duration
  - Control the maximum duration of ads within a pod. For example, limit the post-roll pod to only ads that are 30s or less.
- Podding by number of ads
  - Specify the number of ads to show within a pod. For example, show a pre-roll pod with 3 ads.
- Content specific ad loads
  - Helps control the number of ads that appear eg. putting more ads on Show A and fewer on Show B.
- Customized cue point behavior for mid-rolls
  - Apply different rules to any combinations of mid-roll cue points. For example, set up a pod with 3 ads for cue-points 1 and 3 and a pod with 2 ads for cue-points 2 and 4.

### Engaging video ad formats

- Standard linear and non-linear in-stream ads
- Interactive in-stream ads (VPAID) such as interactive expand, video expand, interactive video formats.
- New ad formats
  - As we develop new ad formats, the IMA SDK is needed to display these ads.
  - An example of this is TrueView Instream Video Ads, which give users the choice to skip an ad.
  - There is no need to reimplement player logic when new ad formats are introduced; it's all handled under the hood.

### Additional monetization solutions

- AdSense for video
  - IMA SDK is required in order to make ad requests to AdSense for video, Google's in-stream video monetization offering.
- In-stream video ads on Ad Exchange
  - IMA SDK is required in order to make in-stream ad requests to the DoubleClick Ad Exchange, Google's yield management offering.
- AdSense for games
  - IMA SDK is required in order to make ad requests to AdSense for games, Google's in-game monetization offering.

- Companion slot awareness through the Google Publisher Tag
  - Companion backfill.
  - Companion autofill if a video ad is missing.

#### **Other SDK Highlights**

- Dynamic allocation of Google AdSense and the Ad Exchange within DFP.
- Competitive exclusions within a pod, stream, or page.
- Get the fastest video ad serving times with DFP Video.
- Gain easy compatibility with industry video standards.

Google's knowledgeable support team is also available to help with any integration issues related to Doubleclick for Publishers (DFP). You can contact us any time at [dfp-support@google.com](mailto:dfp-support@google.com).