

# How does the Google TV Ads auction work?

## Bid what the inventory is worth to you

### Advanced Settings

Active date ranges  
 Active Date Ranges ? Start date  - End date  None   
[Add another date range](#)

### Bidding and Budget

Default Bid ?  \$   
 Budget ? \$  per day

## Auction guidelines

- Auctions on **DISH** occur the day (end of day) prior to airing.
- Auctions on **National Networks** occur 3-4 days prior to airing.
- An advertiser **cannot** bid against himself!
- GTVA can run :15, :30, :60, :90 & :120 ads. The winner is determined by pairing ads to fill the available inventory (example, 2x :15 spots bidding \$2.01 each would beat a :30 bidding \$4.00.)

## Always pay the market-clearing price

	CPM Bid	
Advertiser A	\$6.00	→ Ad runs, Pay \$3.00
Advertiser B	\$4.00	→ Ad runs, Pay \$3.00
Advertiser C	\$3.00	→ Ad doesn't run



## Clear spots on GTVA Inventory

National networks

DISH & DirecTV (coming soon)



...and many more national and satellite networks.