Google Authorized Buyers Gambling Policy Update (Aug 10, 2026)

iGaming & Paid Media Strategic Impact Analysis

This policy update expands the countries where Authorized Buyers can buy gambling inventory and removes the requirement for Authorized Buyers to individually certify each end advertiser with Google in supported markets. Operators must still comply with local laws and Google's advertising policies.

1. Lower Barrier to Scale Programmatic Campaigns

Faster launch times, easier onboarding, quicker international expansion, and lower compliance overhead.

2. Brazil Becomes Even More Attractive

More premium inventory, greater reach, stronger branding opportunities, and improved customer acquisition scalability.

3. CPM Inflation Expected

More buyers competing for premium inventory will likely increase CPMs and competitive pressure.

4. Budget Shift Toward Programmatic

Display, Native, Rich Media, Connected TV, and Digital Out of Home channels may gain budget share.

5. Publishers Are Major Winners

Higher fill rates, increased demand, and stronger monetization opportunities.

6. Indirect Benefits for PSPs and Adtech

More deposits, payment volume, KYC, fraud prevention, and CRM activity.

7. Greater Importance of Creative Quality

Winning auctions becomes more dependent on creative excellence and optimization.

8. Pressure on Affiliate Models

Some acquisition budgets may shift from affiliates to direct programmatic buying.

9. More International Competition

LatAm markets may see additional investment from global operators.

10. First-Party Data Becomes Critical

CRM segmentation, predictive LTV, audience modeling, and lifecycle marketing become key advantages.

Bottom Line

This update is fundamentally about reducing media buying friction. It enables faster and larger-scale programmatic campaigns across regulated markets, including Brazil, while increasing competition for premium inventory. Operators that combine programmatic, search, video, CRM, affiliates, influencers, and AI-driven optimization will be best positioned to benefit.