

Complete this document and update the tracking bug at least **5 business days** before your send date

Cloud Customer Notification: Upcoming changes to the AdSense API

|  |   |
|--|---|
| Comm owner   | Product Sales Lead  |
| Tracking bug   | http://**   |
| Target Send Date(s)  | 2021-10-07  |
| Purpose of this notification and customer action required                                      | To inform users of the AdSense Management API and Host API that the current version will be deprecated soon and that there is a new version that they should start using instead. |
| APPROVALS  |   |
| Approvals launch calendar  | LINK DELETED  |
| Who will provide Product/Eng approval?<br><i>Product Manager, TPM, or Engineering Mgr only</i> | PII DELETED   |
| LDAP of Product Counsel you're working with on this launch                                     | PII DELETED   |
| Scope (S1-S5) - to <u>determine approvers</u>  | Small (51 to 110,000)   |
| TIMELINE   |   |
| Does this notification require translation?<br><i>This will add 1 week to your timeline</i>    | YES -- ALL  |
| Bug, Ariane launch, or OMG that prompted this notification                                     | LINKS TO BUG TICKETS DELETED  |
| Number of messages   | 3   |
| Please let us know if anything else impacts your timeline                                      | We would like to send this out by end of July   |
| SUPPORT  |   |
| What documentation exists for the support team?  |   |
| What customer-facing documentation should we <u>include in the email</u> ?                     | https://developers.google.com/adsense/management<br>If documents need to be updated, contact your tech writer (go/clouddocs-owners)   |
| Does this MSA require release notes?   | Yes<br>INTERNAL LINKS DELETED   |
| What information should customers include if   | Project ID  |

|   |     |
|---|-----|
| they contact support?   |     |
| <p>What <a href="#">Salesforce Group, Component and Subcomponent</a> should customer cases be routed to?</p> <p>Note that Billing-related communications will use <a href="https://support.google.com/cloud/contact/cloud_platform_billing">https://support.google.com/cloud/contact/cloud_platform_billing</a> for routing customer support cases to the Billing Support team.</p> | N/A |

Draft all messages included in this notification (for example, messages to different customer groups or reminder messages) below. You can copy the original approved message table for reminder messages. You can also check out [these samples](#).

| MESSAGE #1   |   |   |
|--|---|---|
| <b>Send Date:</b> 2021-05-20<br><b>Part of batch send:</b> Y/N<br>(No MSAs on Fridays)   | <b>Status:</b> Draft   Approved   Sent  | <b>Total # of projects/accounts:</b><br>~16,700 |
| <b>Recipient list (share with cloud-msa-assistance@):</b><br>PII DELETED<br><i>Note for GCP: The team will identify affected strategic customers and notify SCEs/TAMs.<br/>           If you can only get obscured customer data, please provide the BQ query.<br/>           More info on generating recipient lists at go/*</i>  |   |   |
| <b>RECIPIENT LIST FILTERS and REVIEWERS: mark the boxes that apply to your recipient list send with an X</b><br><input checked="" type="checkbox"/> Internal Audience (@google.com addresses)<br><input checked="" type="checkbox"/> External Audience (non @google.com addresses)<br><input checked="" type="checkbox"/> Project Owners (Provide project IDs or project numbers for this option)<br><input type="checkbox"/> Project Org Admins (Provide project IDs or project numbers for this option)<br><input type="checkbox"/> Billing Admins<br>Include Essential Contacts in addition to project owner or billing admin (provide org/folder/project IDs for this option)<br><input checked="" type="checkbox"/> Product Updates <input type="checkbox"/> Technical <input type="checkbox"/> Billing <input type="checkbox"/> Legal <input type="checkbox"/> Security<br><input checked="" type="checkbox"/> Over 3300 projects or accounts?<br>If yes, please provide:<br>1. Recipient list query:<br>2. The ldap of the query author: PII<br>3. The ldap of a query peer reviewer: PII |   |   |
| <b>To</b>  | All users of the AdSense Management API and the AdSense Host API                            |   |
| <b>From</b>  | "Google Cloud Platform" <CloudPlatform-noreply@google.com>                                  |   |
| <b>Subject</b><br>(Must include product name)  | [Update] Upcoming changes to the AdSense APIs, effective October 12, 2021                   |   |
| <b>Pre-Header</b>  | AdSense Management v1.4 will break; You may want to upgrade to version 2 before October 12. |   |
| Dear AdSense API User,<br><br>We're writing to you to inform you of a few changes to the AdSense APIs in line with our efforts to  |   |   |

modernize AdSense. **Changes to the current AdSense APIs will come into effect** on October 12, 2021.

`#if <uses_management_api=true>` Note, specifically, that the AdSense Management API (version 1.4), will **stop returning responses on October 12, 2021**. You can keep using version 1.4 up until this date, but we recommend that you start using version 2 as soon as possible to ensure continuity. `#endif`

## What do I need to know?

`#if <uses_management_api=true>`

We've launched version 2 of the AdSense Management API. Here's **what's changed** [<HYPERLINK TO DEVELOPER API DOCUMENTATION>](#):

- We're removing duplicated methods and out-dated fields.
- We're making minor updates to some query parameters.
- Reporting data will be limited to only return AdSense data, and will be limited to the last 3 years (meaning AdMob and YouTube data will no longer be returned).
- Several methods will stop returning data related to AdMob and YouTube.
- We're introducing a new method to fetch Sites information.

For more details on what's changing, please review the **AdSense Management API developer release notes** [<HYPERLINK TO DEVELOPER RELEASE NOTES>](#).

**On October 12, 2021, version 1.4 of the Management API will stop returning responses.**

In parallel to this, we've already launched a new AdMob API which can be used to fetch AdMob related data. Get started with the AdMob API by following this migration guide [<HYPERLINK TO DEVELOPER MIGRATION GUIDE>](#). Additional resources are included below [<RESOURCE LINKS DELETED>](#):

- **Developer documentation**
- [Code samples](#)
- **AdMob API forum**

`#endif`

`#if <uses_host_api=true>`

**On October 12, 2021**, we're changing some of the behaviors of the AdSense Host API. Here's what's changing:

- Reporting data will be limited to only return AdSense data, and will be limited to the last 3 years (meaning AdMob and YouTube data will no longer be returned)
- Several methods will stop returning data related to AdMob and YouTube

For more details on what's changing, please review our AdSense Host API developer release notes [<INTERNAL LINK DELETED>](#).

`#endif`

## What do I need to do?

`#if <uses_management_api=true>`

You're currently sending requests to the AdSense Management API [<LINK DELETED>](#) from projects listed below:

- `${project_name}` (`${project_id}`)

You need to **update your code to use version 2**. If you are using any of the removed methods, fields or data, you need to update your code.

`#endif`

`#if <uses_host_api=true>`

You're currently sending requests to the AdSense Host API [<LINK DELETED>](#) from projects listed below:

- `${project_name}` (`${project_id}`)

**There is no action required on your part** other than to review your send requests from your projects to the AdSense Host API.

`#endif`

If you have any questions about this migration, please contact us via the forum.

Thanks for choosing to use the AdSense APIs.

Sincerely,  
The Google AdSense Team

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*You have received this mandatory service announcement to update you about important changes to Google Cloud Platform or your account*

2 REMINDER MESSAGES FOLLOWED, EACH SPACED ONE MONTH APART ACCORDING TO GOOGLE CLOUD CUSTOMER NOTIFICATION (CCN) COMMS POLICY