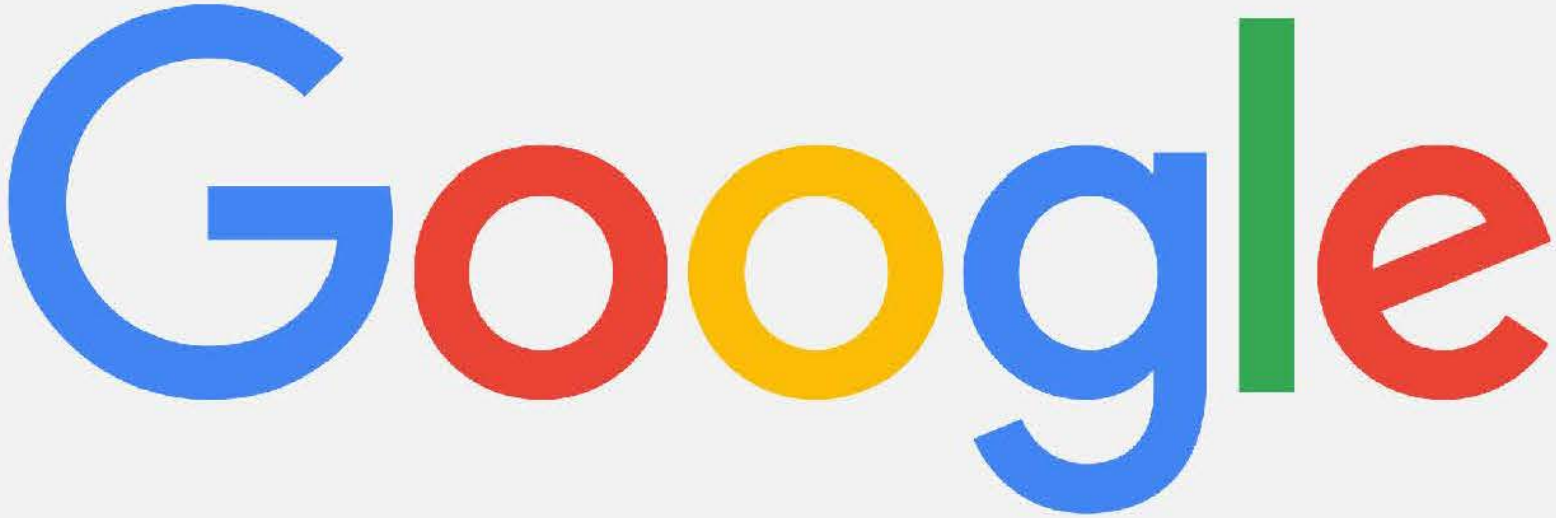
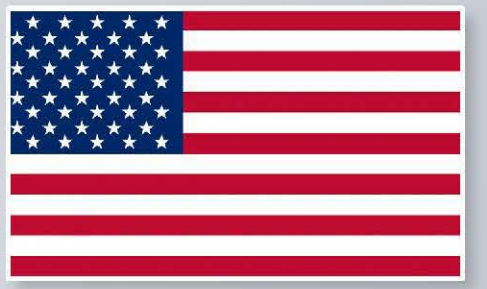
THE DEFENDANT



THE PLAINTIFFS



VIRGINIA

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THE AGENDA: Staunton holds closed session on empty committee seats

LOCAL 5:30 a.m. ET Aug. 27

Top Headlines

- Augusta County under National Weather Service hazardous weather outlook
- Staunton Music Festival partners with schools to expose students to classical music
- PD: Staunton man jailed on five charges of possessing child pornography
- Riverheads beats Strasburg in volleyball season opener
- Wilson Memorial vs Alleghany volleyball: Photos

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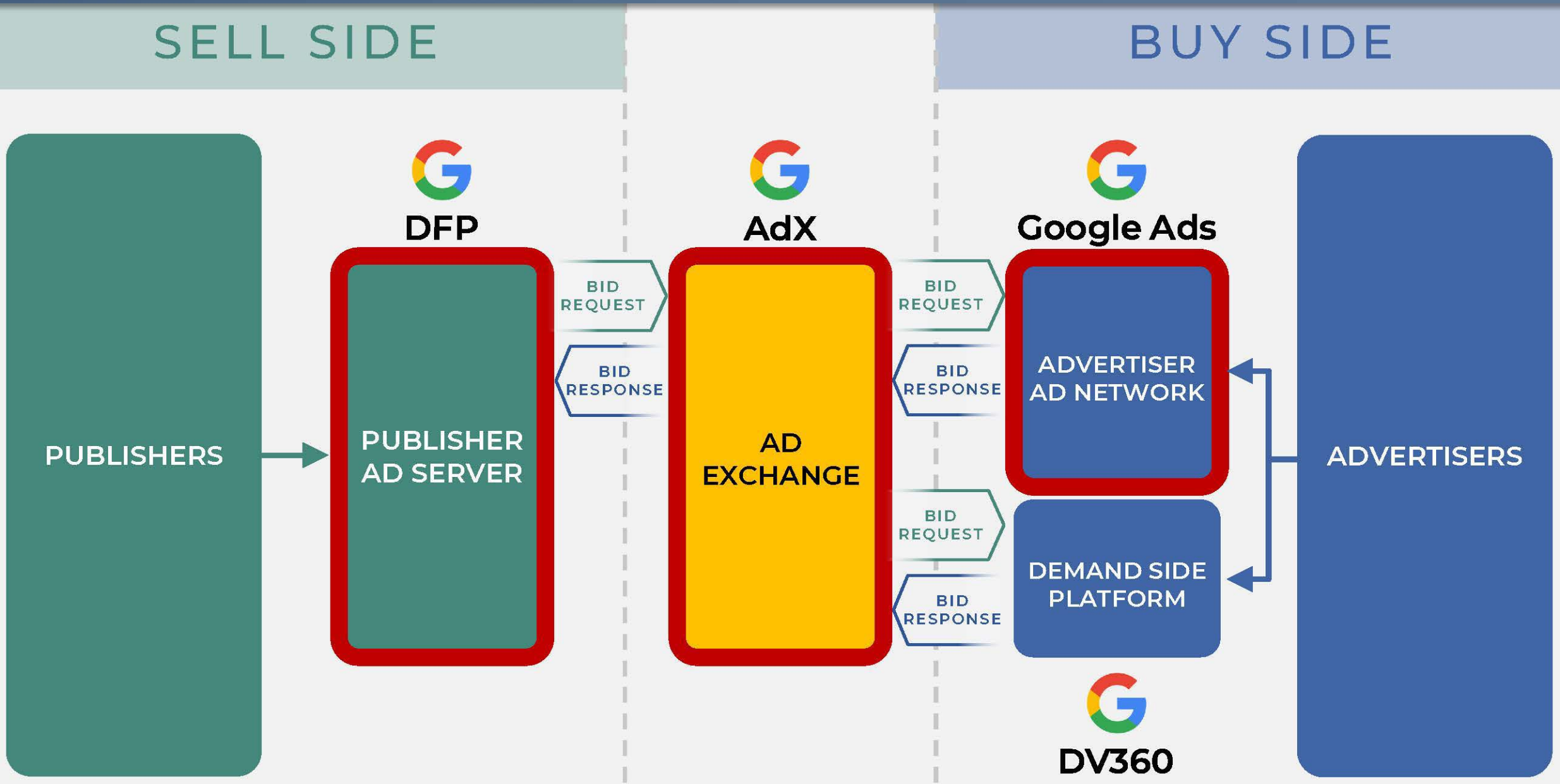
AD TECH PRODUCTS



September 2, 2016
Email Among Google Employees

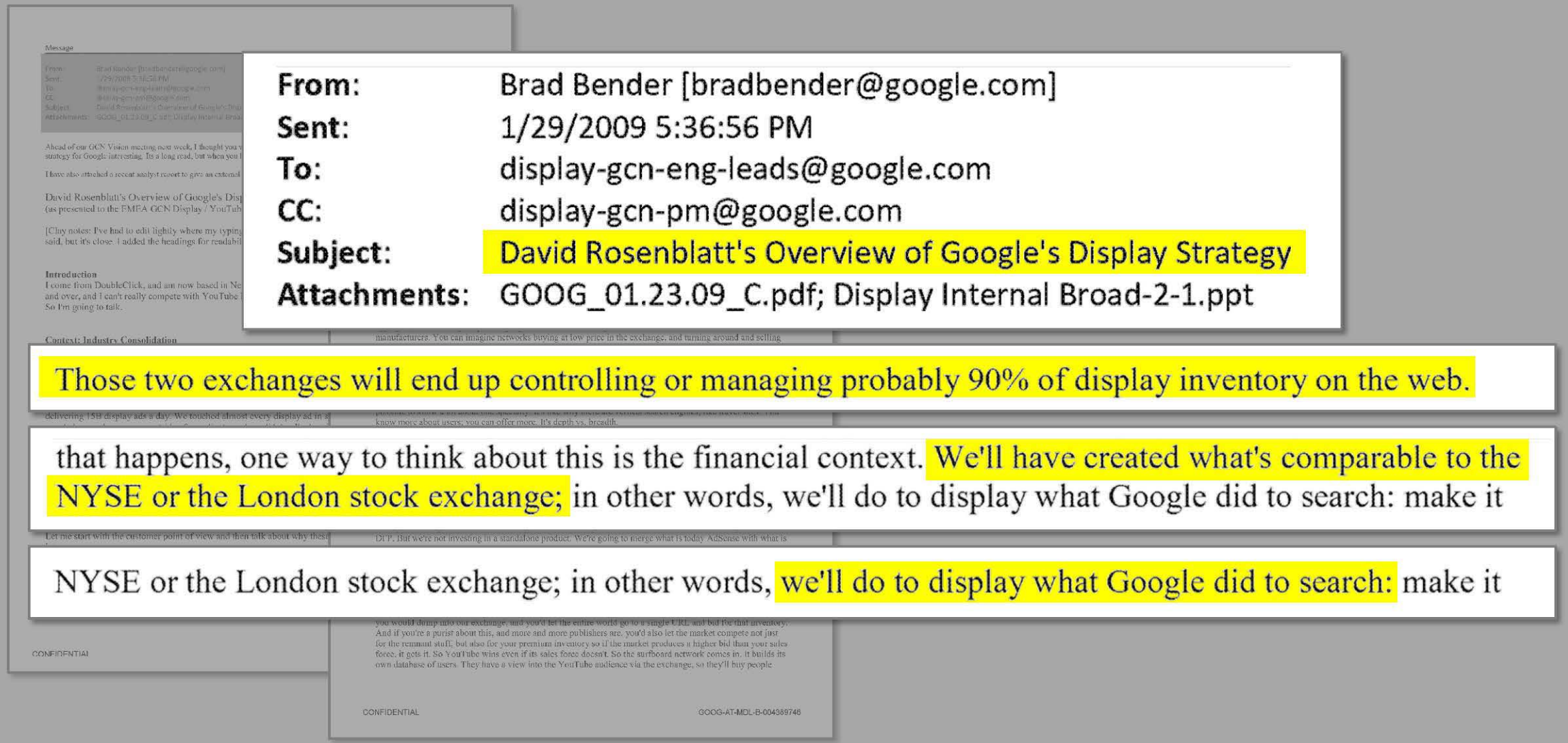
On Fri, Sep 2, 2016 at 10:19 PM, Jonathan Bellack <jbellack@google.com> wrote:

Second, is there a deeper issue with us owning the platform, the exchange, and a huge network? The analogy would be if Goldman or Citibank owned the NYSE. I think Jim originated this thought, but what if we partnered with the other big buyers and key publishers to create a neutral third-party exchange organization? One obstacle to that is with the ad server & exchange lines blurring, to do that in full you'd almost have to drag DFP into the neutral body too. But the strategy of Google owning DoubleClick was always to protect fair access to inventory against hostile third parties. A neutral NYSE type exchange accepted by us, FB, Amazon, Verizon, could ensure that kind of fair access maybe even on a more permanent basis.

HIGHLY CONFIDENTIAL GOOG-TEX-00121183

PTX1547

January 29, 2009 Email
From Brad Bender to other Google Employees



From: Brad Bender [bradbender@google.com]
Sent: 1/29/2009 5:36:56 PM
To: display-gcn-eng-leads@google.com
CC: display-gcn-pm@google.com
Subject: David Rosenblatt's Overview of Google's Display Strategy
Attachments: GOOG_01.23.09_C.pdf; Display Internal Broad-2-1.ppt

Those two exchanges will end up controlling or managing probably 90% of display inventory on the web.

that happens, one way to think about this is the financial context. We'll have created what's comparable to the NYSE or the London stock exchange; in other words, we'll do to display what Google did to search: make it

NYSE or the London stock exchange; in other words, we'll do to display what Google did to search: make it

PTX1814

SELL SIDE

BUY SIDE

PUBLISHERS

DFP

PUBLISHER AD SERVER

BID REQUEST

BID RESPONSE

Ads

SER ORK

SIDE RM

ADVERTISERS

TIM WOLFE

USA TODAY

FELIX ZENG

The Weather Company

STEPHANIE LAYSER

FORMERLY AT News Corp

MATTHEW WHEATLAND

DailyMail.com

SELL SIDE

BUY SIDE

PUBLISHERS

DFP

PUBLISHER AD SERVER

JAMES AVERY

kevel

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BID REQUEST

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BID REQUEST

BID RESPONSE

Google Ads

ADVERTISER AD NETWORK

DEMAND SIDE PLATFORM

DV360

ADVERTISERS

SELL SIDE

BUY SIDE

ANDREW CASALE

Index Exchange

TIM CADOGAN

FORMERLY AT OpenX

TOM KERSHAW

FORMERLY AT rubicon PROJECT

RAJEEV GOEL

PubMatic

PUBLI

AdX

AD EXCHANGE

BID REQUEST

BID RESPONSE

BID REQUEST

BID RESPONSE

Google Ads

ADVERTISER AD NETWORK

DEMAND SIDE PLATFORM

DV360

ADVERTISERS

SELL SIDE

BUY SIDE

PUBLISHERS

DFP

AdX

Google Ads

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FORMERLY AT facebook

BID REQUEST

BID RESPONSE

ADVERTISER AD NETWORK

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ADVERTISER AD NETWORK

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SELL SIDE

BUY SIDE

PUBLISHERS

DFP

PUBLISHER AD SERVER

BID REQUEST

BID RESPONSE

JOSHUA LOWCOCK

FORMERLY AT

IPG MEDIABRANDS

JAY FRIEDMAN

goodway group

LUKE LAMBERT

OMD

Ads

DV360

ADVERTISERS

PLAINTIFFS' CLAIMS

DFP

CLAIM 1

GOOGLE'S **MONOPOLIZATION** OF THE **PUBLISHER AD SERVER** MARKET FOR OPEN WEB DISPLAY

AdX

CLAIM 2

GOOGLE'S **MONOPOLIZATION**, OR **ATTEMPTED MONOPOLIZATION**, OF THE **AD EXCHANGE** MARKET FOR OPEN WEB DISPLAY

Google Ads

CLAIM 3

GOOGLE'S **MONOPOLIZATION** OF THE **ADVERTISER AD NETWORK** MARKET FOR OPEN WEB DISPLAY

DFP — AdX

CLAIM 4

GOOGLE'S **TYING** OF ITS PUBLISHER AD SERVER PRODUCT WITH ITS AD EXCHANGE PRODUCT

TERMINOLOGY

PUBLISHER

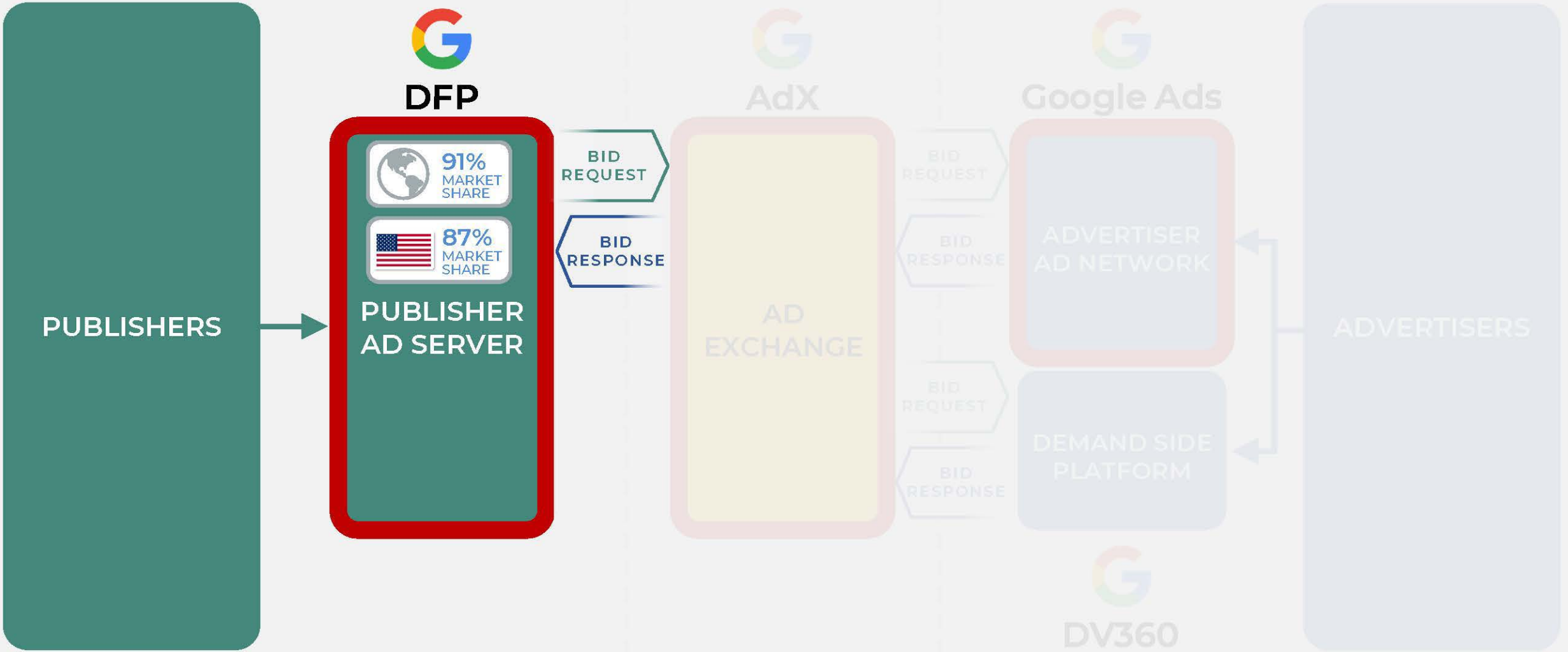
Newsleader.com

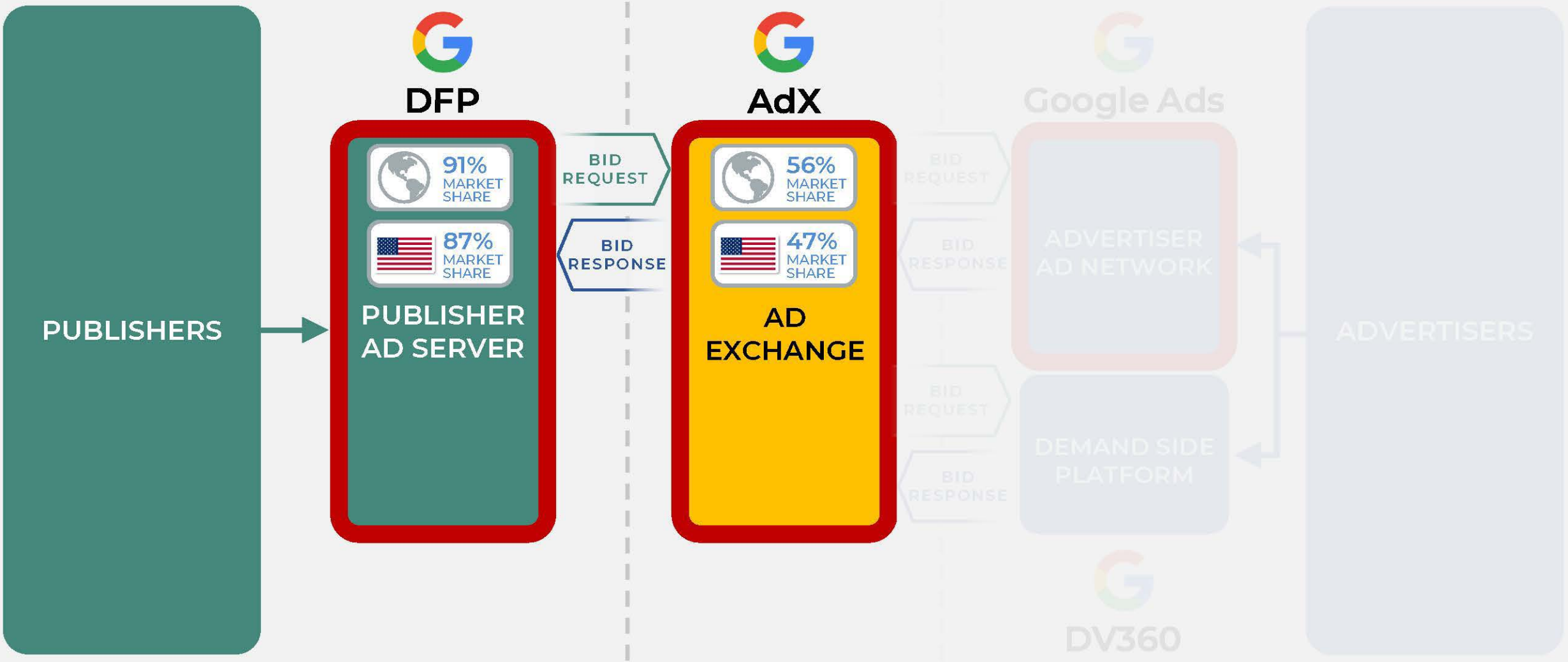
news leader.

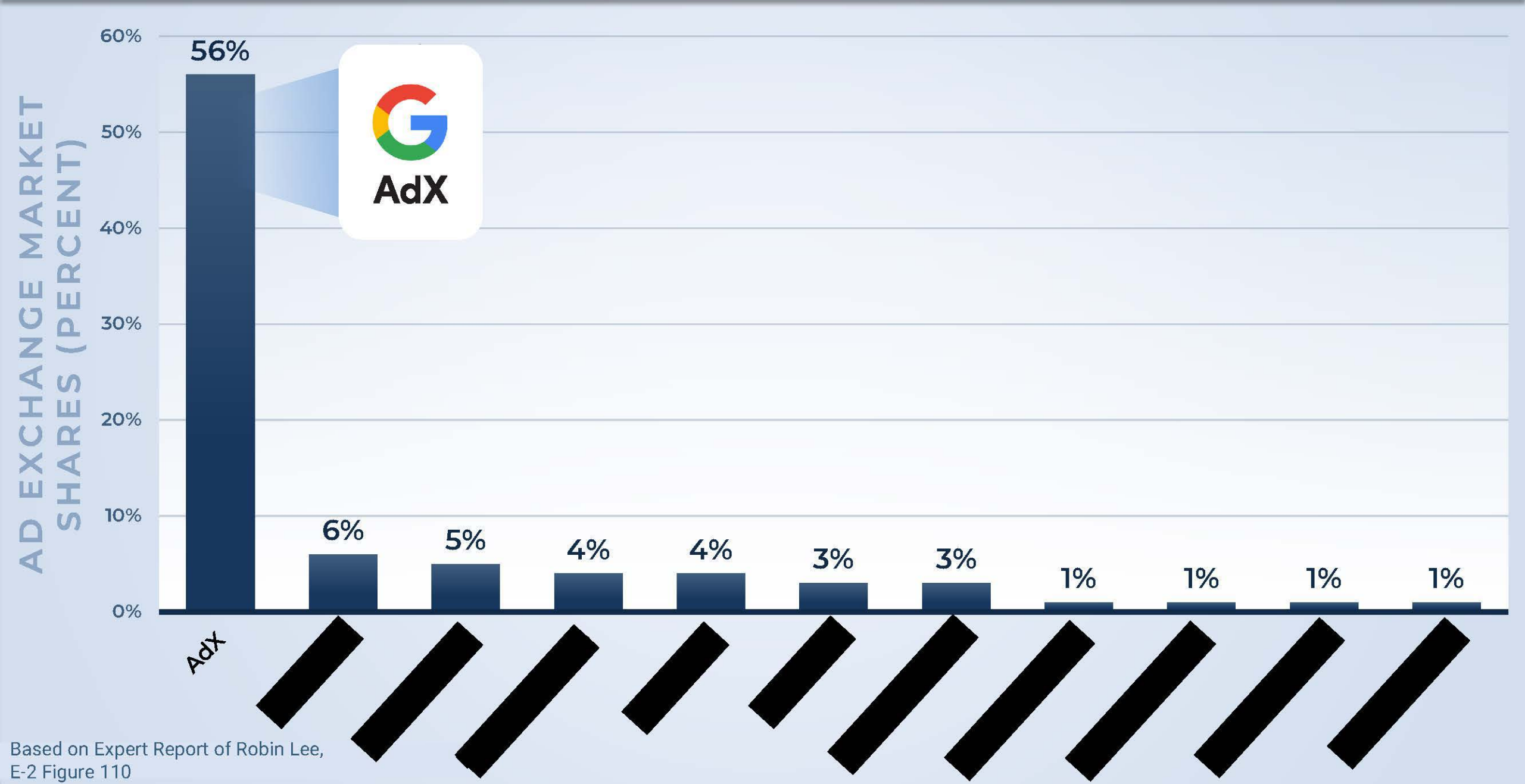
IMPRESSION

AD SPACE ("INVENTORY")

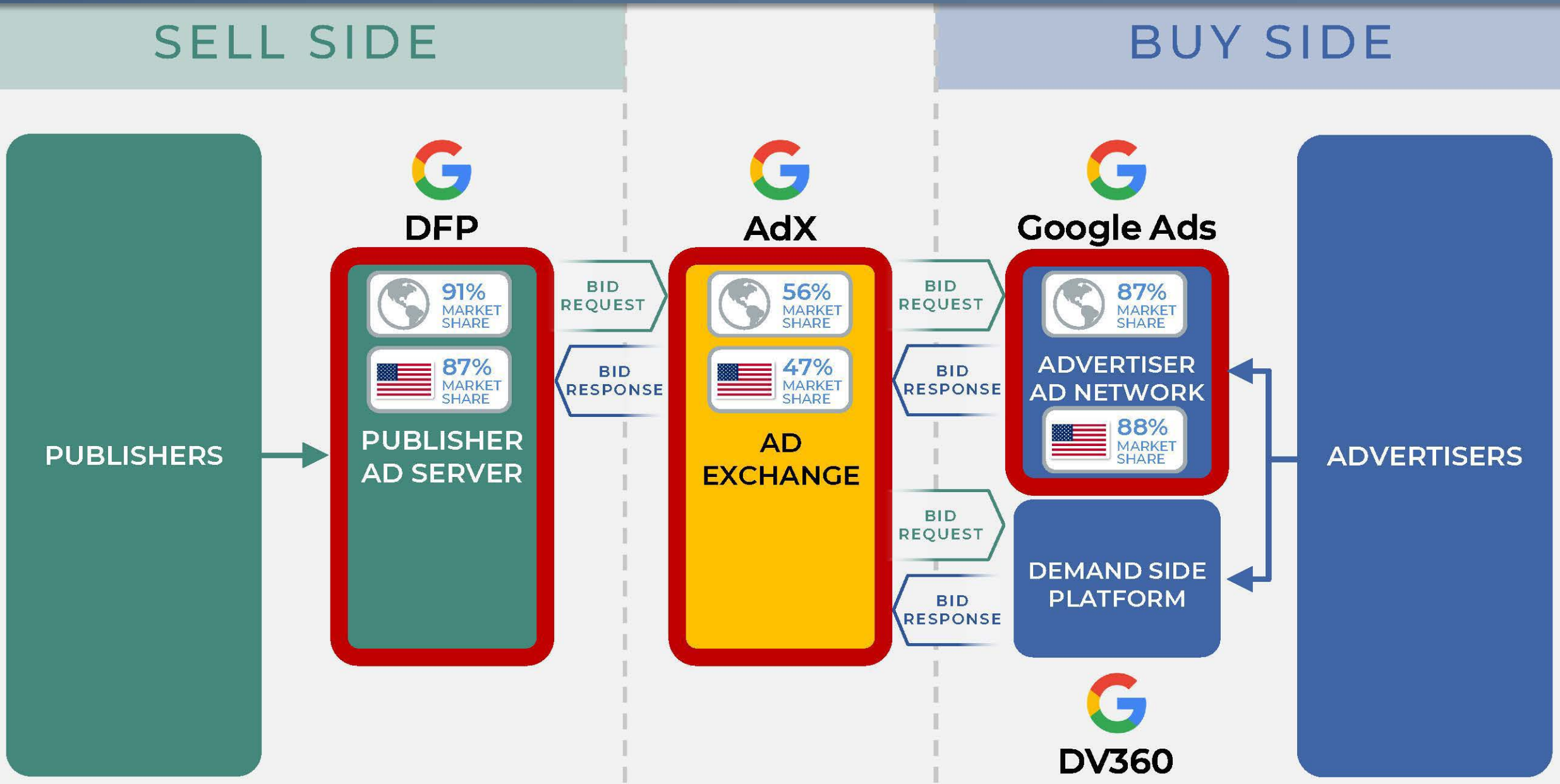
SELL SIDE


PUBLISHERS
DFP
91% MARKET SHARE
87% MARKET SHARE
PUBLISHER AD SERVER
BID REQUEST
BID RESPONSE
AdX
AD EXCHANGE
Google Ads
ADVERTISER AD NETWORK
DEMAND SIDE PLATFORM
DV360
ADVERTISERS


SELL SIDE
BUY SIDE
PUBLISHERS
DFP
91% MARKET SHARE
87% MARKET SHARE
PUBLISHER AD SERVER
BID REQUEST
BID RESPONSE
AdX
56% MARKET SHARE
47% MARKET SHARE
AD EXCHANGE
Google Ads
ADVERTISER AD NETWORK
DEMAND SIDE PLATFORM
DV360
ADVERTISERS



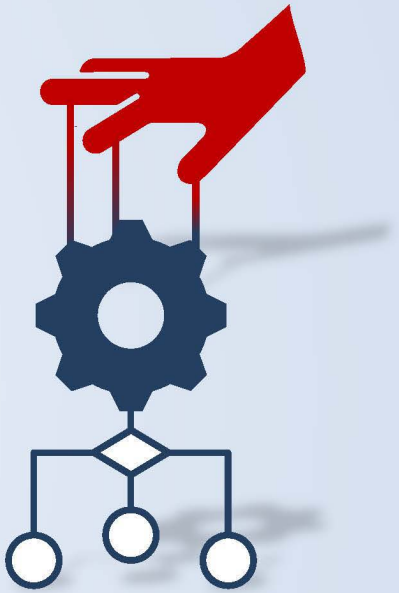
Based on Expert Report of Robin Lee, E-2 Figure 110


SELL SIDE
BUY SIDE
PUBLISHERS
DFP
91% MARKET SHARE
87% MARKET SHARE
PUBLISHER AD SERVER
BID REQUEST
BID RESPONSE
AdX
56% MARKET SHARE
47% MARKET SHARE
AD EXCHANGE
BID REQUEST
BID RESPONSE
Google Ads
87% MARKET SHARE
ADVERTISER AD NETWORK
88% MARKET SHARE
BID REQUEST
BID RESPONSE
DEMAND SIDE PLATFORM
DV360
ADVERTISERS

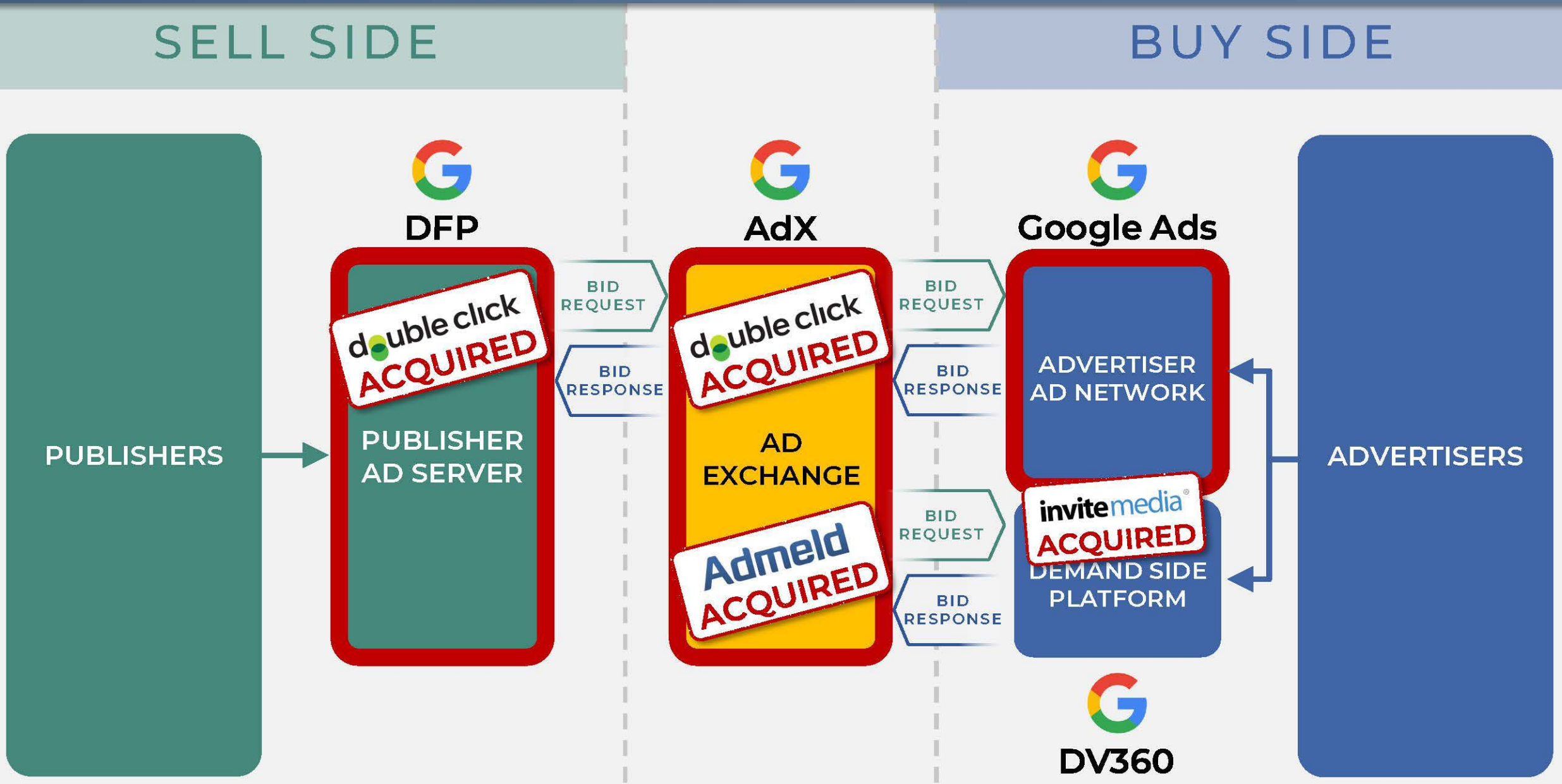
MONOPOLIST'S PLAYBOOK

1. **Control** the Competition

2. **Control** Your Customers



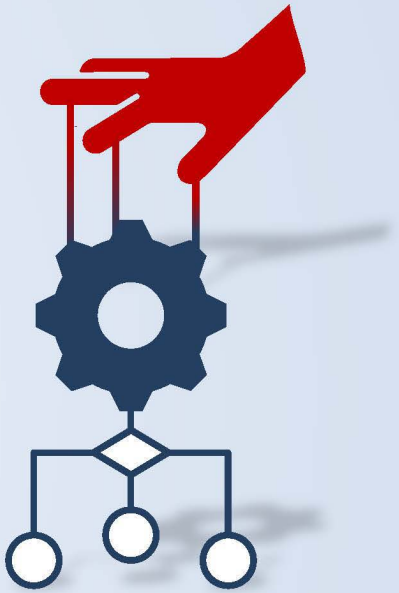
3 . **Control** the Rules


SELL SIDE
BUY SIDE
PUBLISHERS
DFP
double click
ACQUIRED
PUBLISHER
AD SERVER
BID
REQUEST
BID
RESPONSE
AdX
double click
ACQUIRED
AD
EXCHANGE
Admeld
ACQUIRED
BID
REQUEST
BID
RESPONSE
Google Ads
ADVERTISER
AD NETWORK
invitemedia
ACQUIRED
DEMAND SIDE
PLATFORM
DV360
ADVERTISERS

MONOPOLIST'S PLAYBOOK

1. **Control** the Competition

2. **Control** Your Customers



3 . **Control** the Rules

OpenX
AdX
Google Ads
CUSTOMERS
PubMatic
Index Exchange
rubicon PROJECT

"Our Goal Should be All or Nothing"

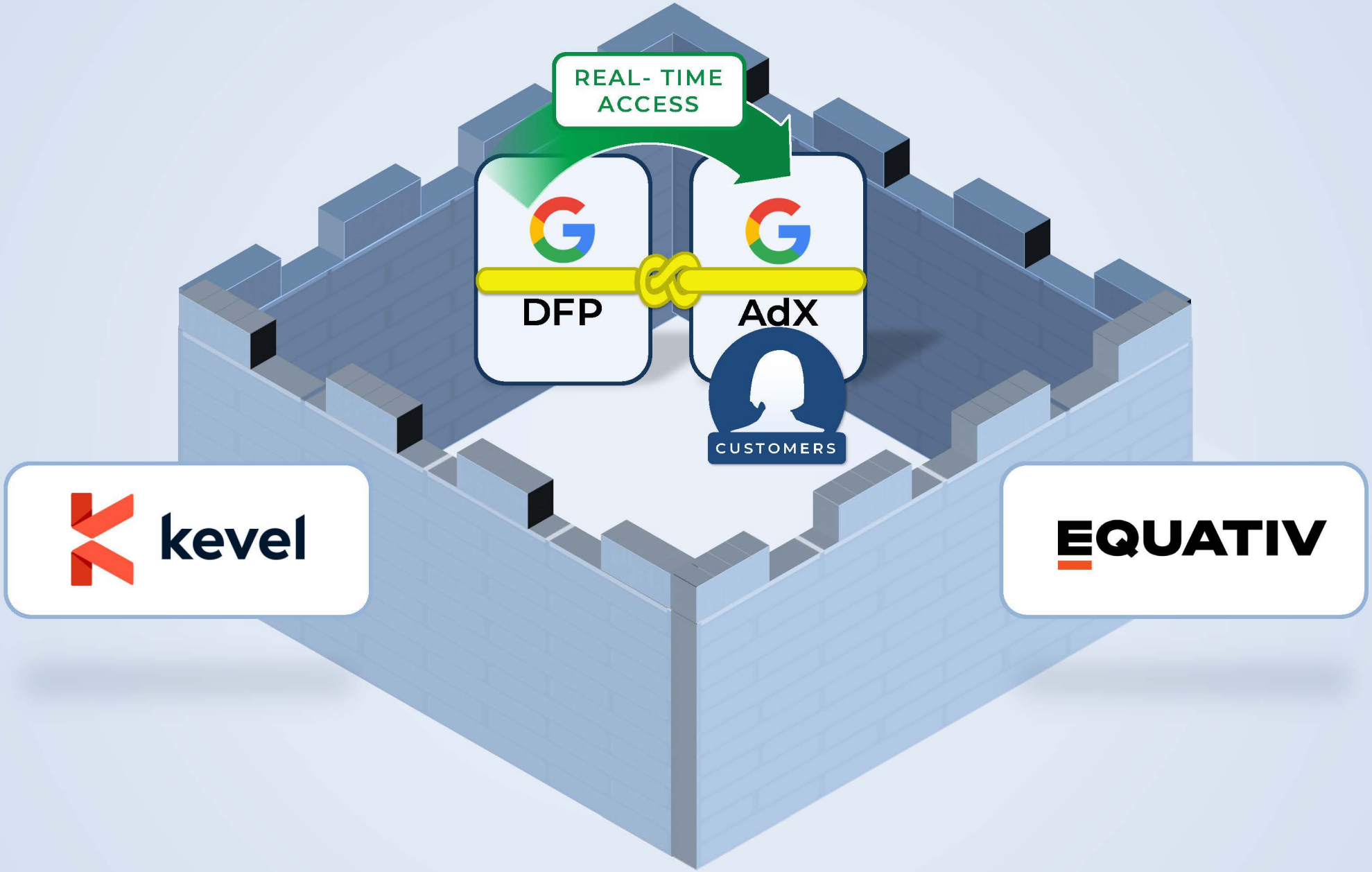
From: Scott Spencer [scottspencer@google.com]
Sent: 1/30/2013 2:30:56 AM
To: Kick Zandbergen [kick@google.com]
CC: Drew Bradstock [dbradstock@google.com]
Subject: Re: TMG, AdX, AFC and.....Rubicon

Regarding the question of timing, we are looking to have the policy in place for all inventor starting Jan 1, 2014. Today it is already in place for sub-syndicate inventory.

In terms of your deployment question, this seems like different attempts to circumvent the policy. Our goal should be all or nothing – use AdX as your SSP or don't get access to our demand. It's a key feature and we need to use it while it's still proprietary to AdX.

-scott

PTX0124


REAL- TIME ACCESS
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CUSTOMERS
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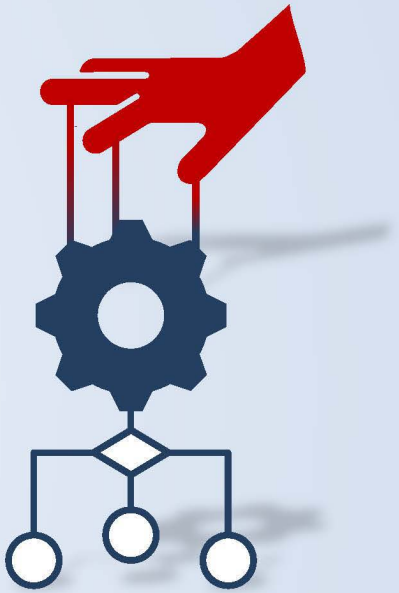
EQUATIV

MONOPOLIST'S PLAYBOOK

1. **Control** the Competition

2. **Control** Your Customers



3 . **Control** the Rules

“FIRST LOOK”

$1.06

$1.00

$0.99

$1.25

$1.40

BID 1st

BID 2nd

BID 3rd

BID 4th

BID 5th

PRICE FLOOR

$1.06

DFP

AdX

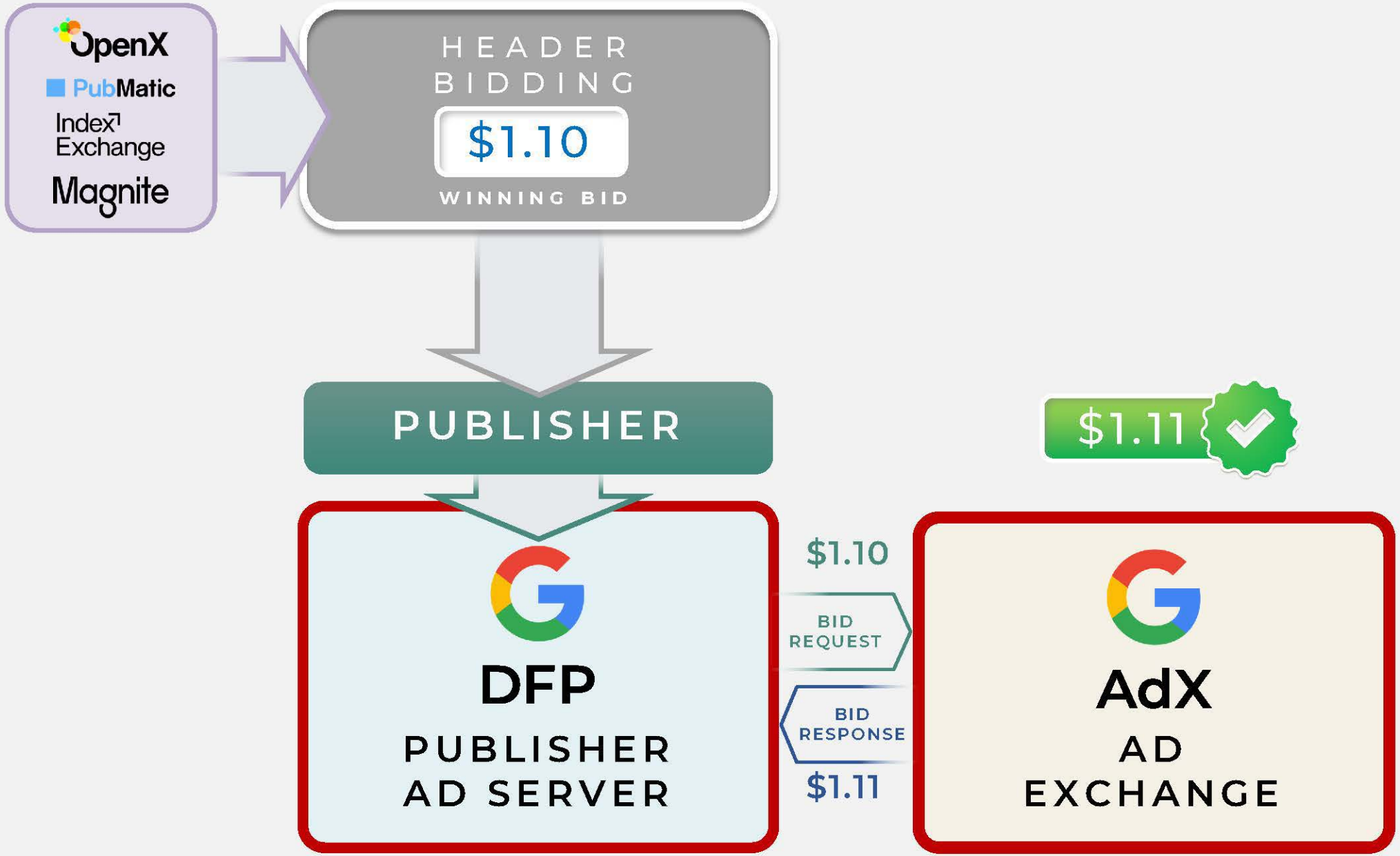
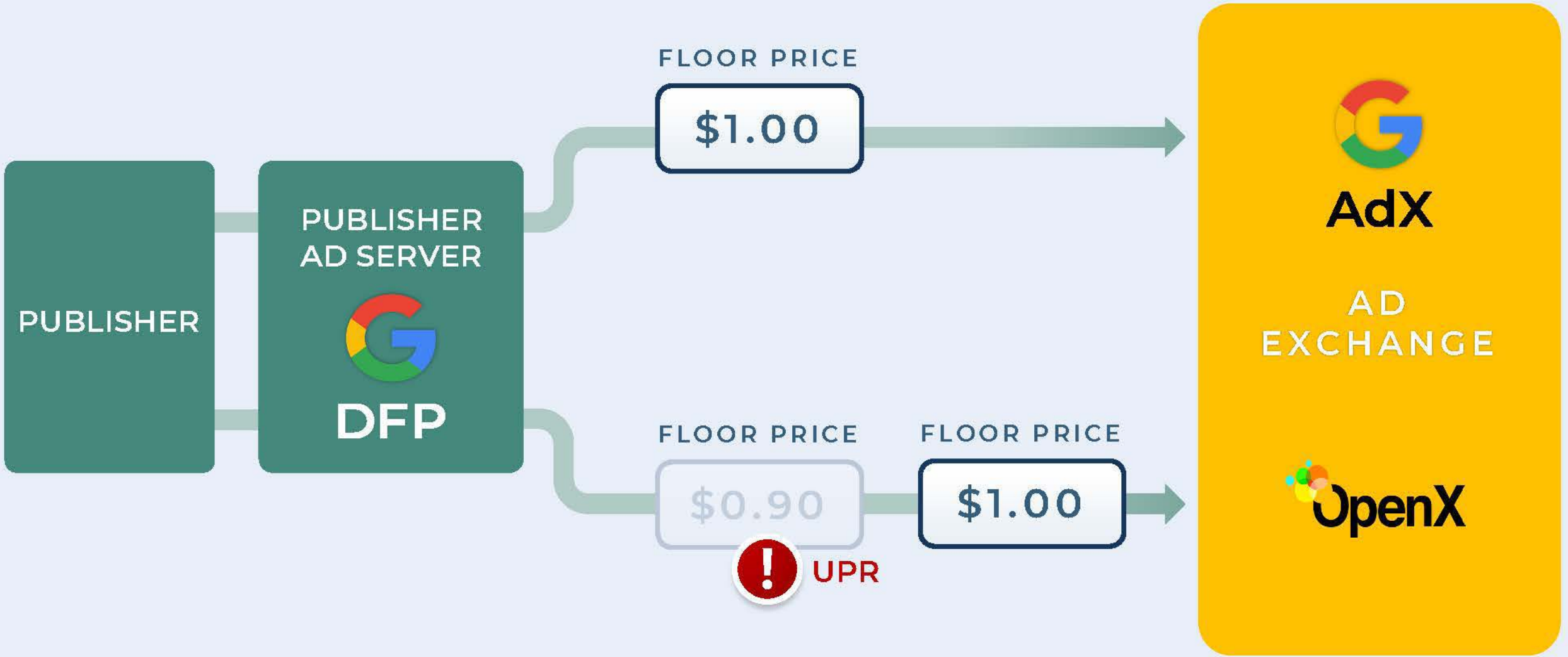
PubMatic

Index Exchange

Magnite

OpenX

"LAST LOOK"


OpenX
PubMatic
Index Exchange
Magnite
HEADER BIDDING
$1.10
WINNING BID
PUBLISHER
$1.11
DFP
PUBLISHER AD SERVER
$1.10
BID REQUEST
BID RESPONSE
$1.11
AdX
AD EXCHANGE

Unified Pricing Rules (UPR)