

The Google logo is displayed in its standard multi-colored font. The 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red.

THE PLAINTIFFS



VIRGINIA



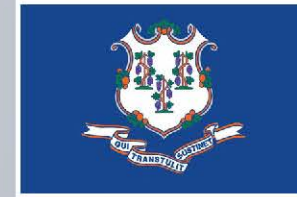
ARIZONA



CALIFORNIA



COLORADO



CONNECTICUT



ILLINOIS



MICHIGAN



MINNESOTA



NEBRASKA



NEW
HAMPSHIRE



NEW JERSEY



NEW YORK



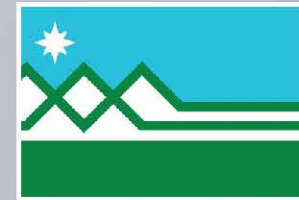
NORTH CAROLINA



RHODE ISLAND



TENNESSEE



WASHINGTON



WEST VIRGINIA

-9%



-5%



-4%



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

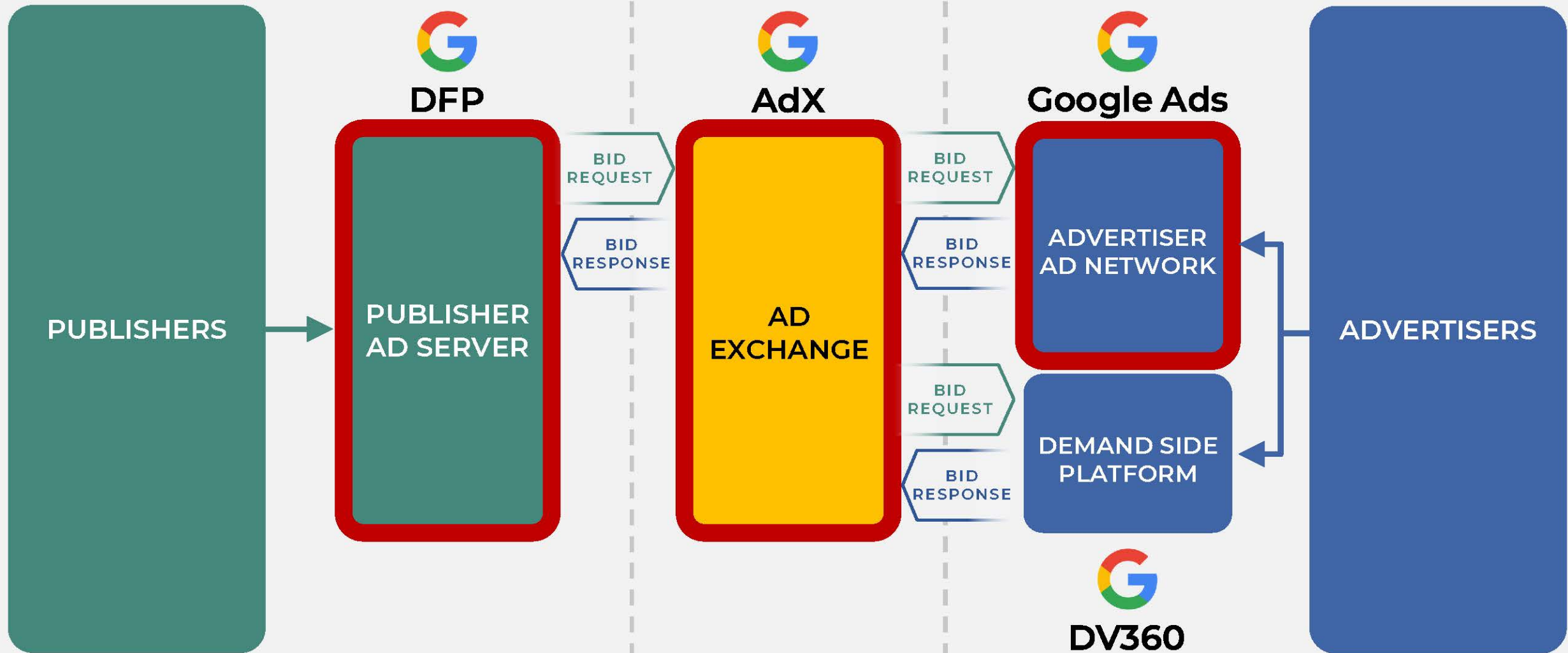
Wilson Memorial vs Alleghany volleyball: Photos



AD TECH PRODUCTS

SELL SIDE

BUY SIDE



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.

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

Message

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

Ahead of our GCN Vision meeting next week, I thought you'd
strategy for Google interesting. It's a long read, but when you
I have also attached a recent analyst report to give an external

David Rosenblatt's Overview of Google's Display Strategy
(as presented to the EMFA GCN Display / YouTube)

[Chry notes: I've had to edit lightly where my (sp?)
said, but it's close. I added the headings for readability.]

Introduction
I come from DoubleClick, and am now based in New York
and over, and I can't really compete with YouTube
So I'm going to talk...

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

Context: Industry Consolidation

manufacturers. You can imagine networks buying at low price in the exchange, and turning around and selling

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

delivering 15M display ads a day. We touched almost every display ad in a

platform, or more, with respect to display. It's a long, multi-step process, most with a lot of data. I know more about users; you can offer more. It's depth vs. breadth.

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

Let me start with the customer point of view and then talk about why these

DIY. But we're not investing in a standalone product. We're going to merge what is today AdSense with what is

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

CONFIDENTIAL

you would jump into our exchange, and you'd let the entire world go to a single URL and bid for that inventory. And if you're a purist about this, and more and more publishers are, you'd also let the market compete not just for the remnant stuff, but also for your premium inventory so if the market produces a higher bid than your sales force, it gets it. So YouTube wins even if its sales force doesn't. So the surfboard network comes in. It builds its own database of users. They have a view into the YouTube audience via the exchange, so they'll buy people

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GOOG-AT-MDL-B-004389748

SELL SIDE

BUY SIDE



SELL SIDE



JAMES
AVERY



ARNAUD
CREPUT
EQUATIV

BUY SIDE



Google Ads



DV360



BID
REQUEST

BID
RESPONSE

BID
REQUEST

BID
RESPONSE

SELL SIDE



ANDREW CASALE
Index⁷
Exchange



TIM CADOGAN
FORMERLY AT
 OpenX



TOM KERSHAW
FORMERLY AT
 rubicon
PROJECT



RAJEEV GOEL
 PubMatic



**AD
EXCHANGE**



ADVERTISER
AD NETWORK

DEMAND SIDE
PLATFORM



BUY SIDE

ADVERTISERS

BID
REQUEST

BID
RESPONSE

BID
REQUEST

BID
RESPONSE

PUBLISHERS

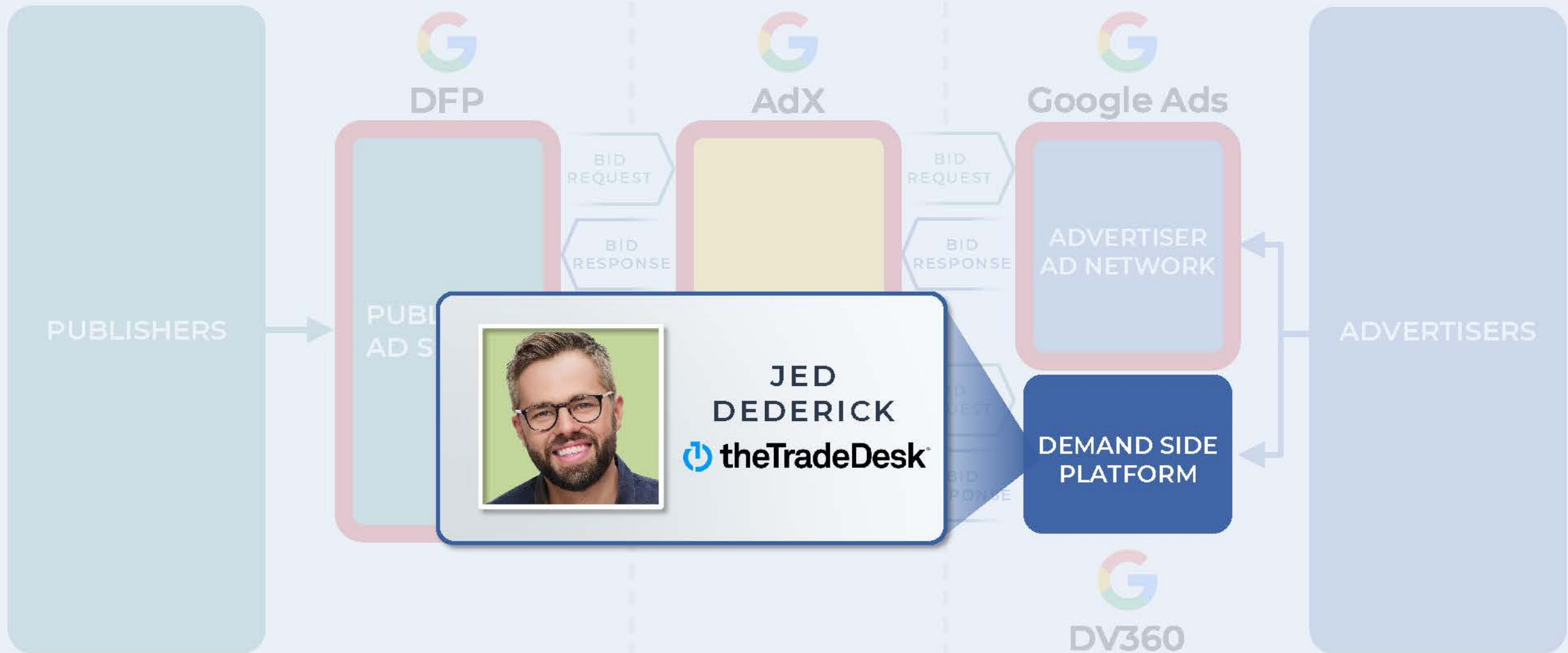
SELL SIDE

BUY SIDE



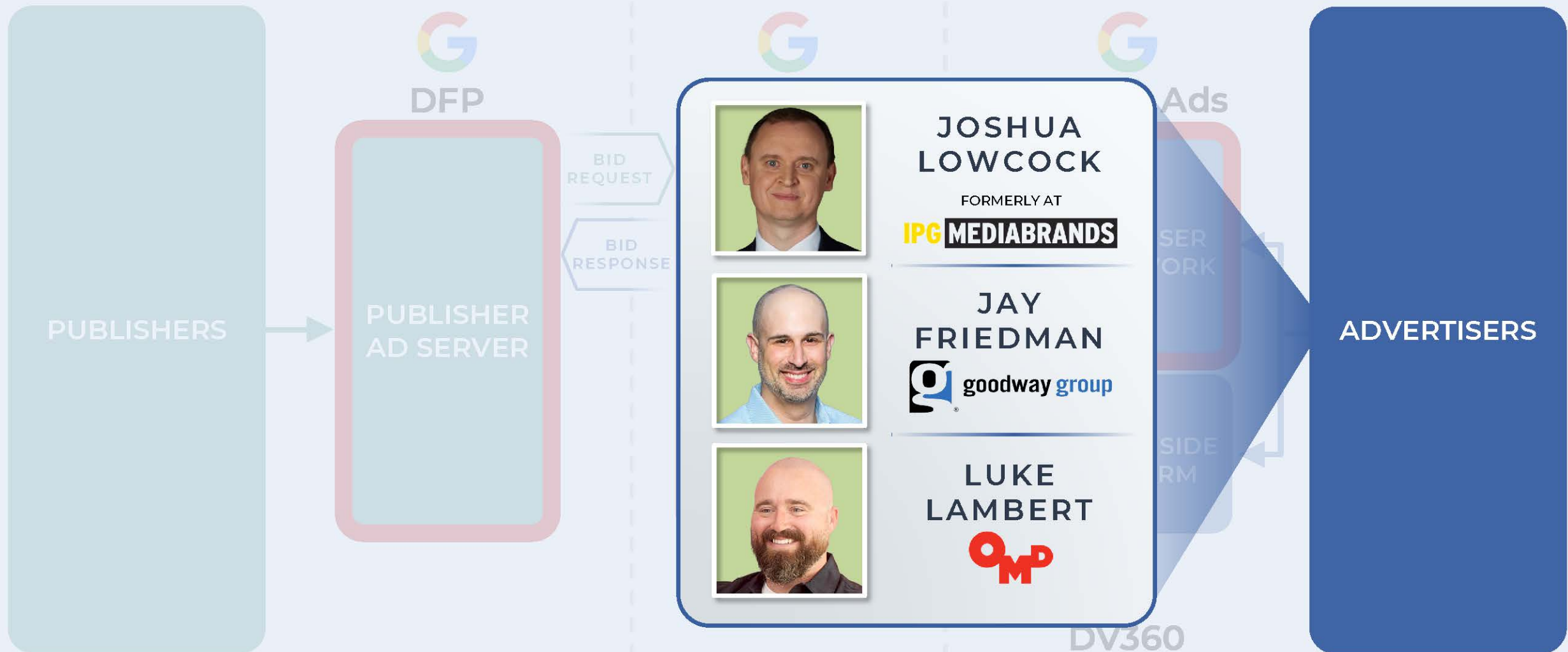
SELL SIDE

BUY SIDE



SELL SIDE

BUY SIDE



PLAINTIFFS' CLAIMS



CLAIM 1

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



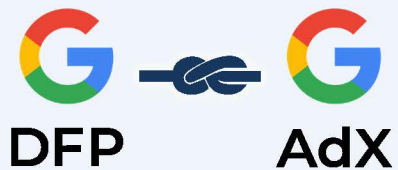
CLAIM 2

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



CLAIM 3

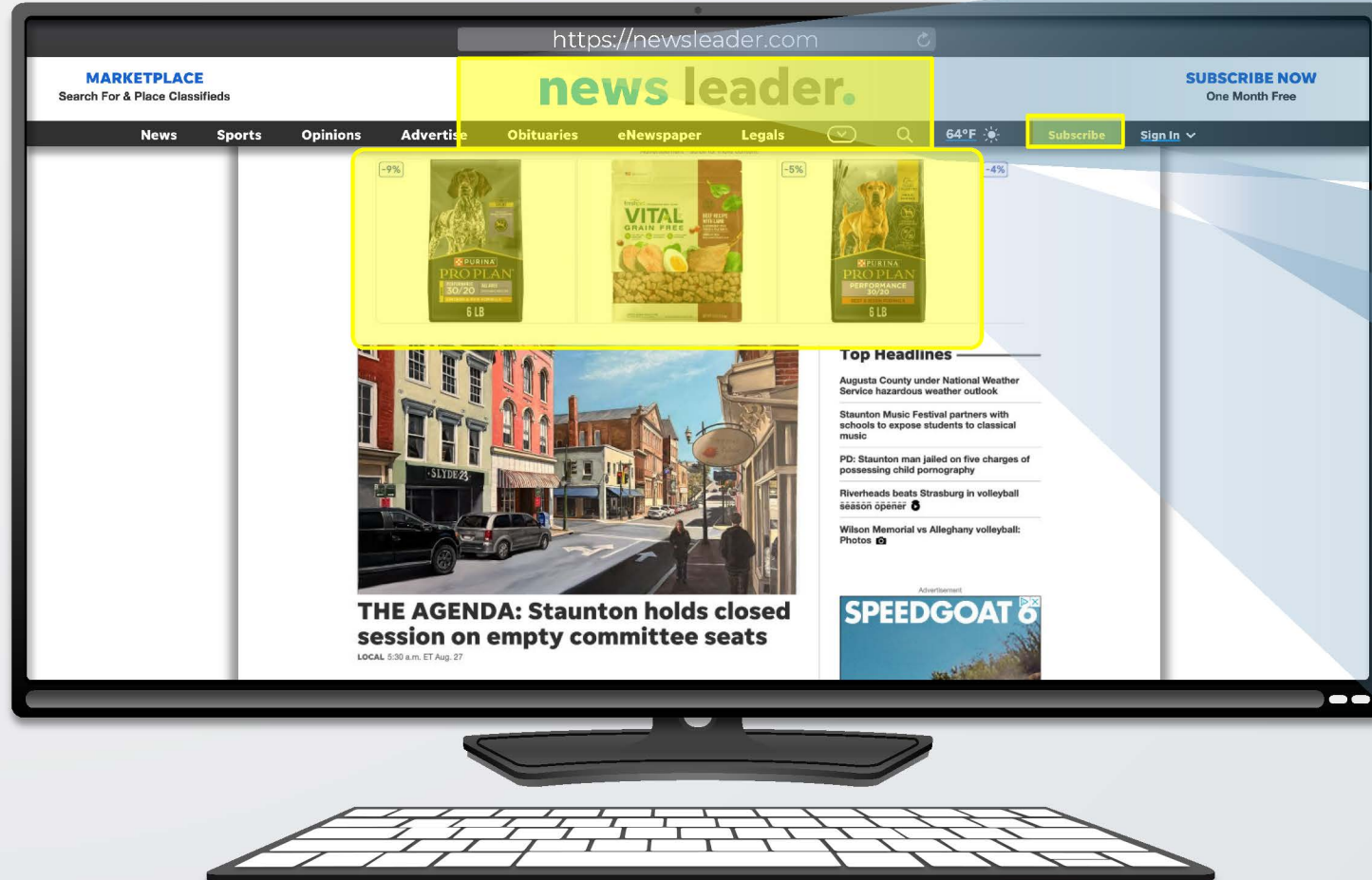
GOOGLE'S **MONOPOLIZATION** OF THE **ADVERTISER AD NETWORK** MARKET FOR OPEN WEB DISPLAY



CLAIM 4

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

TERMINOLOGY



PUBLISHER

Newsleader.com

news leader.

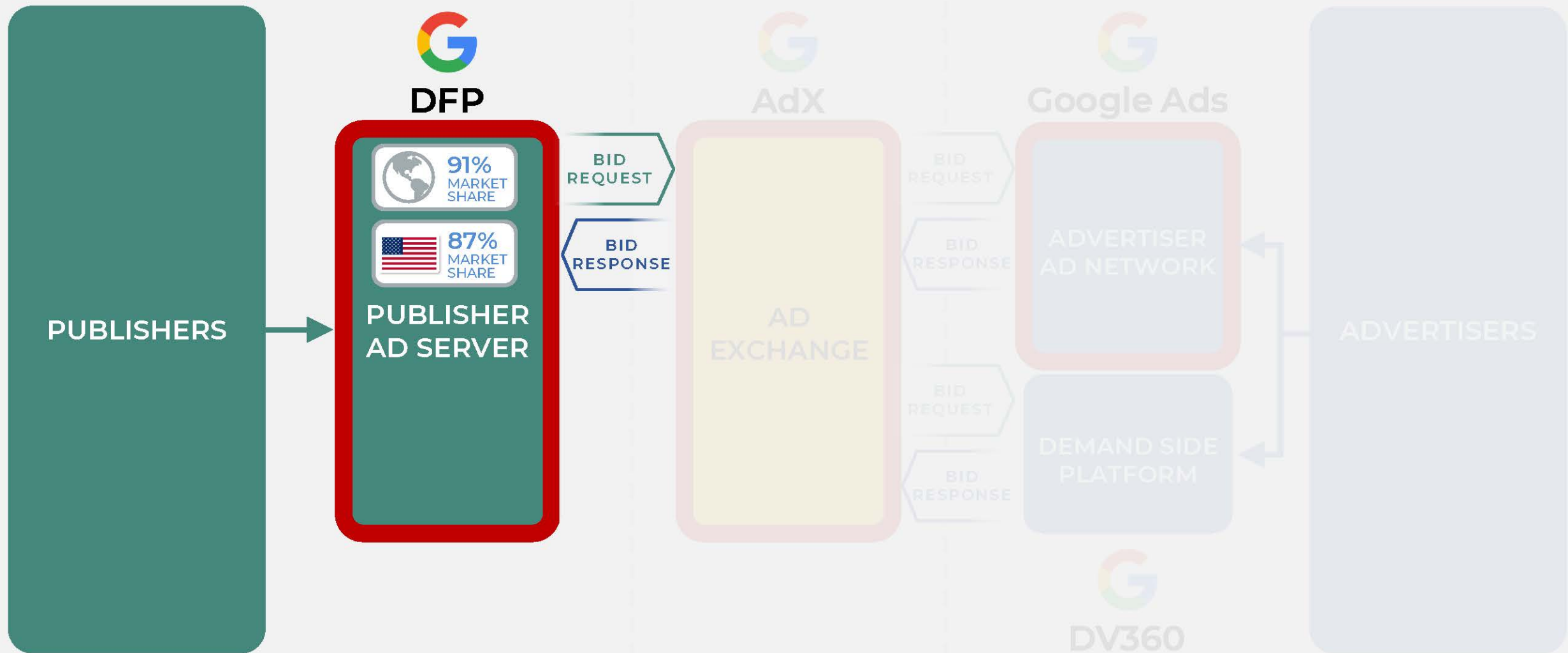


IMPRESSION

AD SPACE
("INVENTORY")

SELL SIDE

BUY SIDE



SELL SIDE



BID REQUEST

BID RESPONSE



BID REQUEST

BID RESPONSE

BID REQUEST

BID RESPONSE



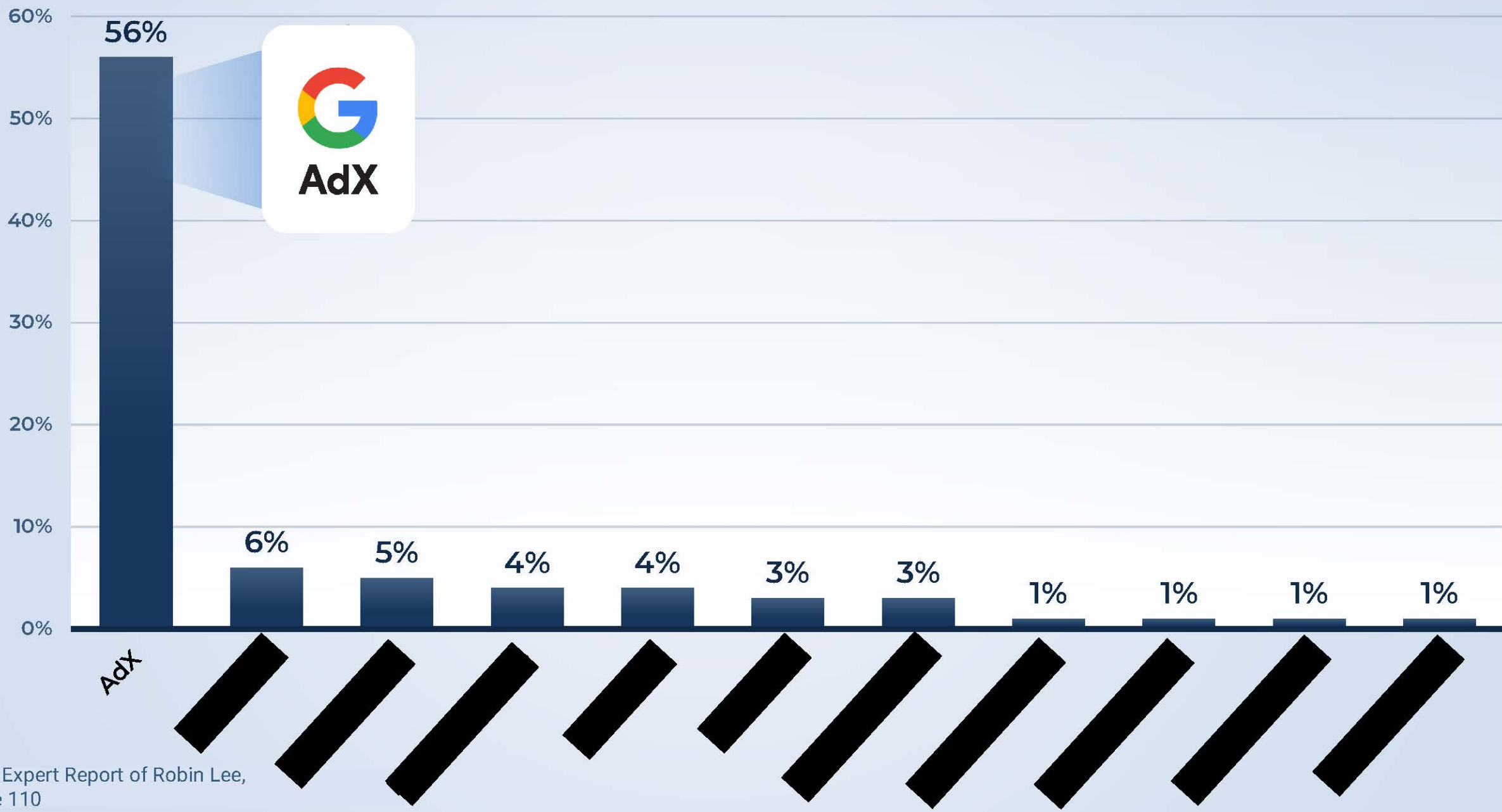
DV360

The DV360 (Display Video 360) block is a light blue rounded rectangle with a red border, located below the Google Ads block. It contains the Google logo and the text 'DV360'.



BUY SIDE

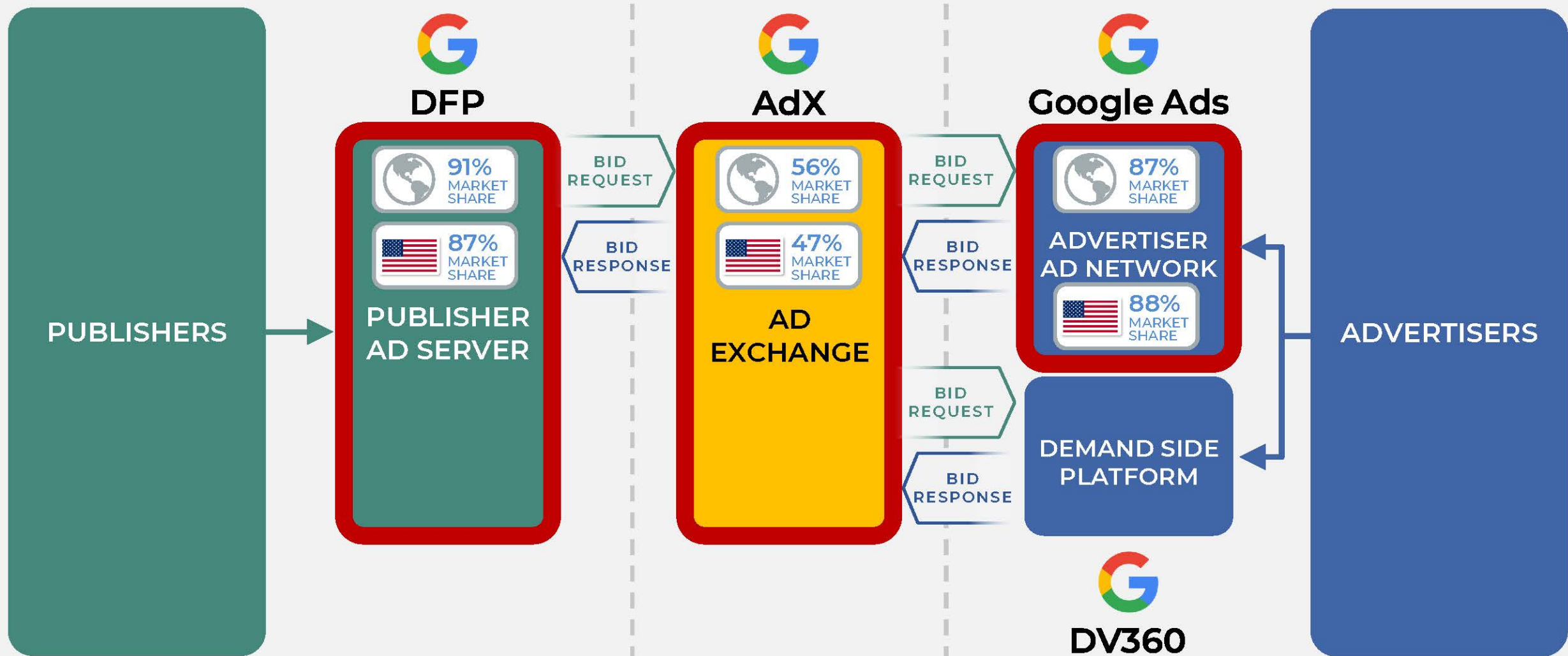
AD EXCHANGE MARKET
SHARES (PERCENT)



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

SELL SIDE

BUY SIDE



MONOPOLIST'S PLAYBOOK



1. **Control** the Competition



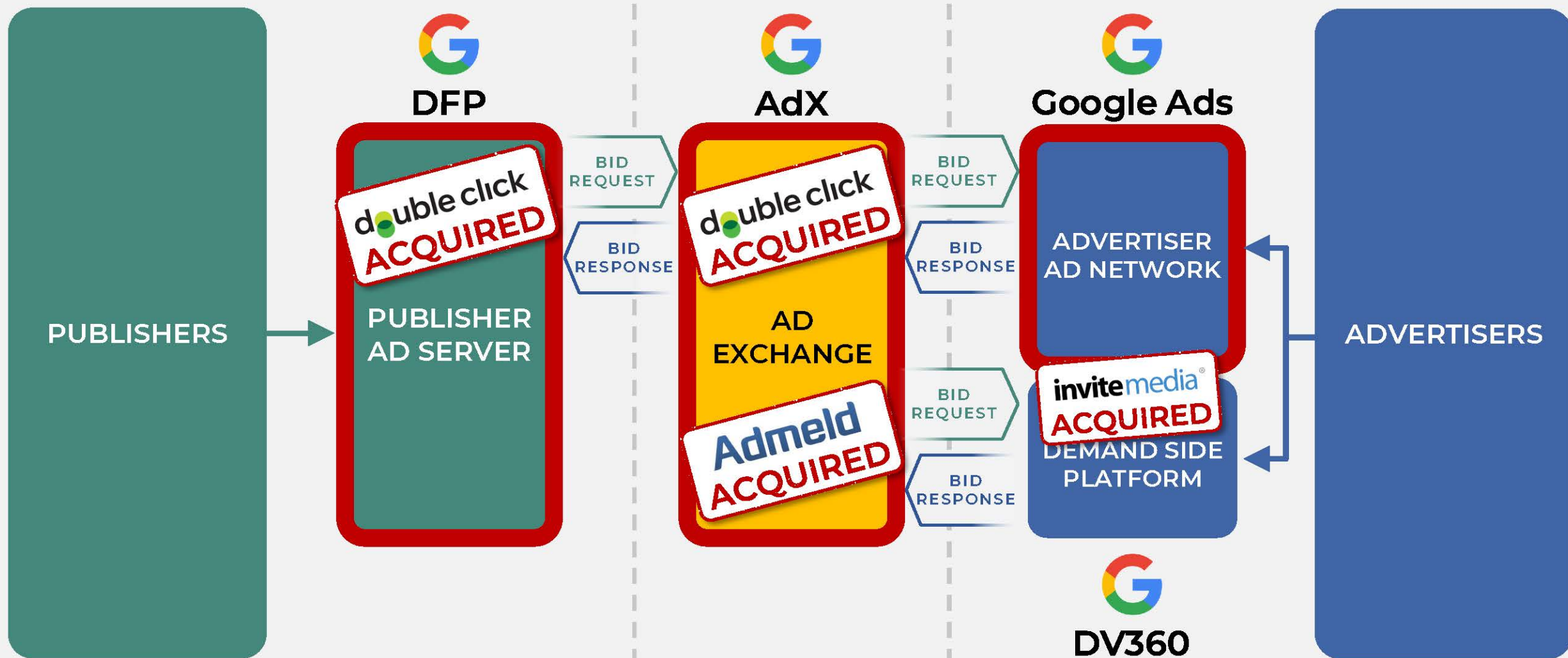
2. **Control** Your Customers



3. **Control** the Rules

SELL SIDE

BUY SIDE



MONOPOLIST'S PLAYBOOK



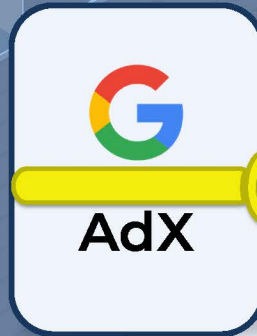
1. **Control** the Competition



2. **Control** Your Customers



3. **Control** the Rules



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Exchange



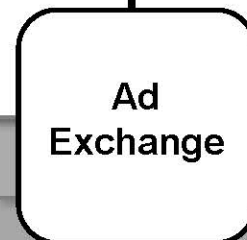
“Our Goal Should be All or Nothing”

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.

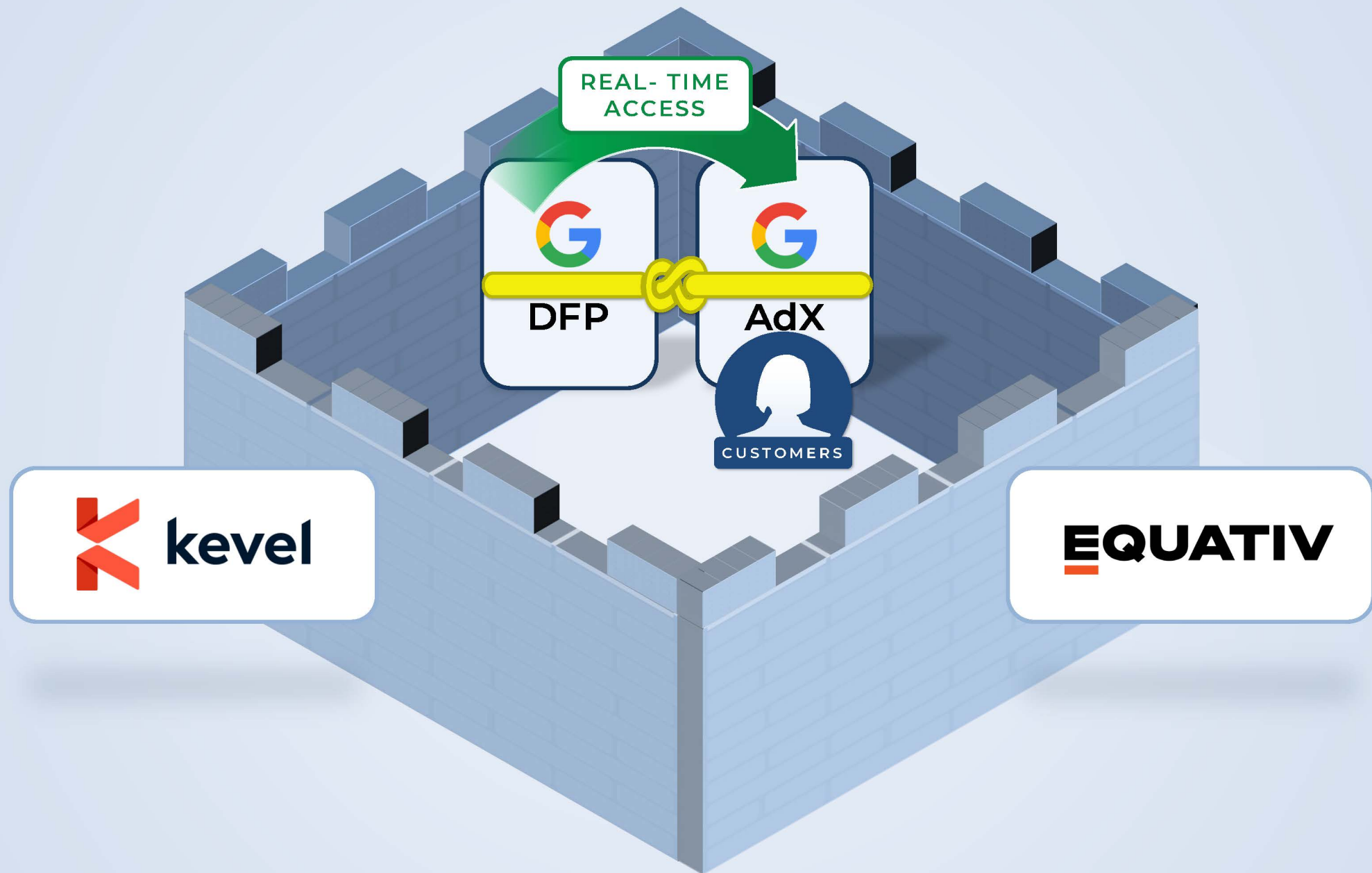
In terms of your deployment question, this seems like different attempts to circumvent the policy. Our goal should be all or nothing – use AdX as your SSP or don't get access to our demand. It's a key feature and we need to use it while it's still proprietary to AdX.

-scott



0003-D0J-15603





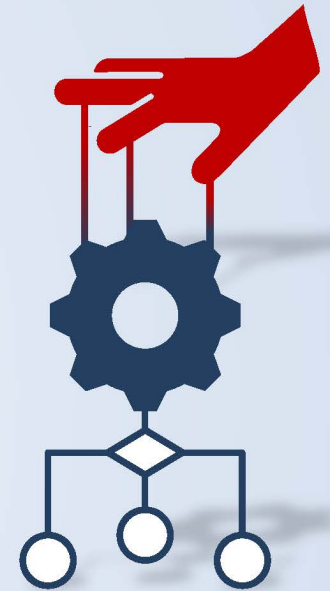
MONOPOLIST'S PLAYBOOK



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

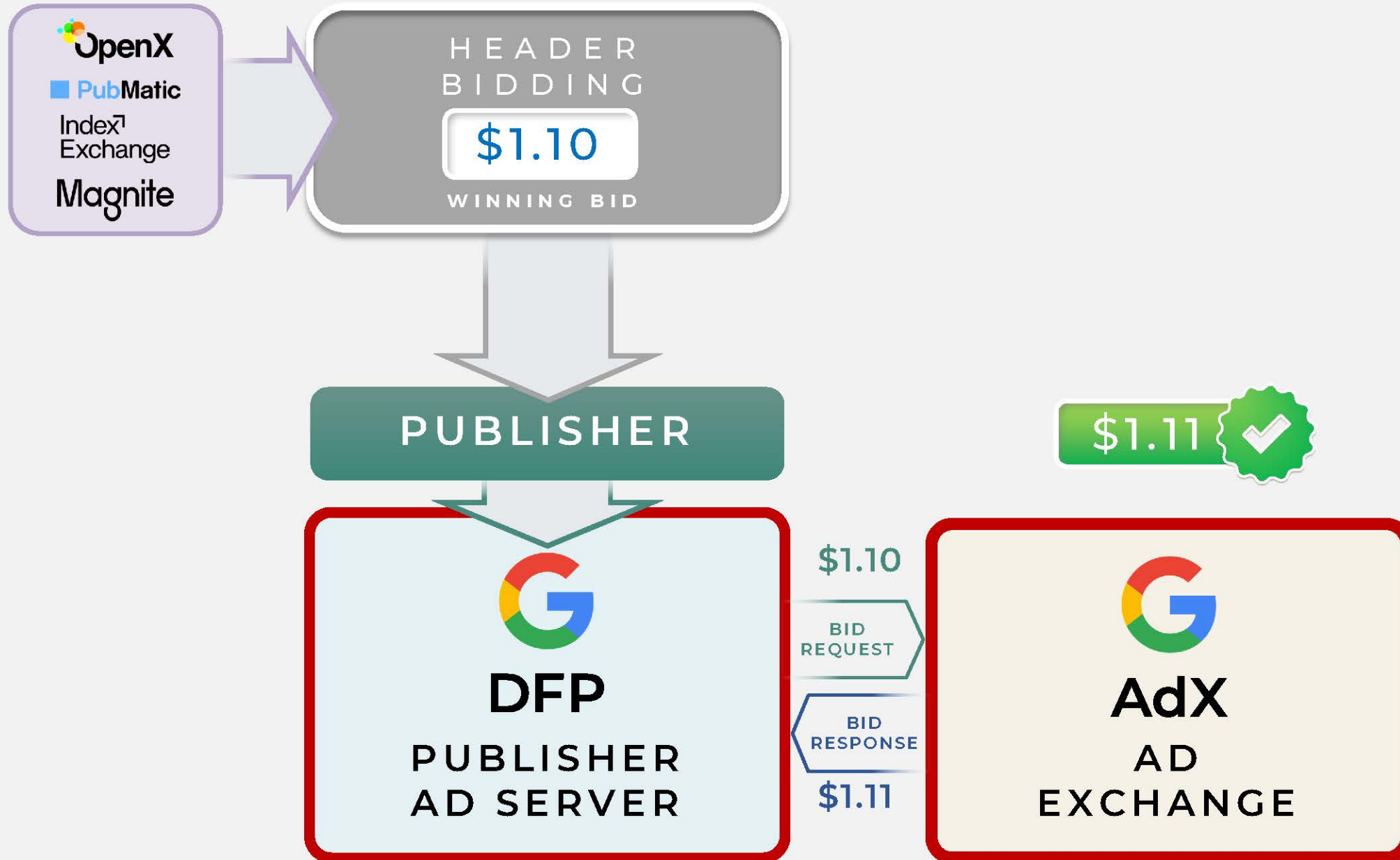
PubMatic

Index7
Exchange

Magnite

OpenX

"LAST LOOK"



Unified Pricing Rules (UPR)

