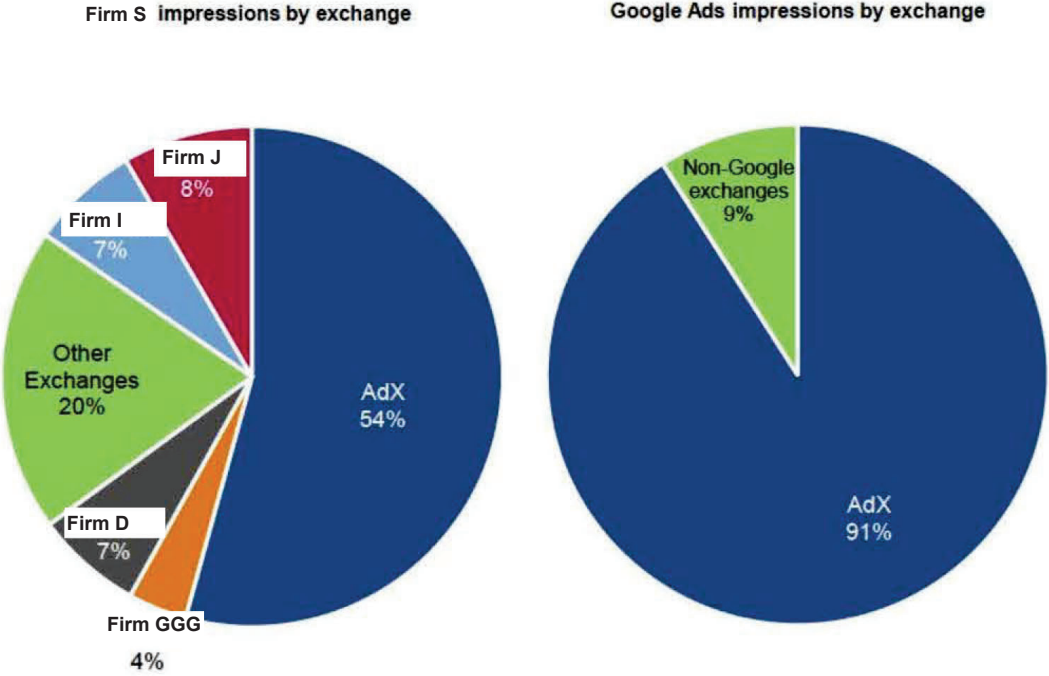


Figure 36. [REDACTED] and Google Ads worldwide indirect open-web display impressions by ad exchange (2019–2022)



Source: [REDACTED]; Google Ads data (DOJ RFP 54).  
Notes: Limited to indirect open-web display impressions sold through ad exchanges.