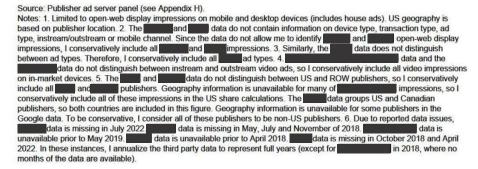
Figure 108. Annual publisher ad-server impression shares with additional parties, global and US

Publisher geography	Publisher ad-server	2018	2019	2020	2021	2022
Worldwide	Google	91.7%	91.1%	93.5%	93.4%	91.0%
	Firm M	4.6%	4.5%	4.3%	3.9%	5.8%
	Firm N	0.0%	0.1%	0.1%	0.2%	0.3%
	Firm P		0.9%	0.3%	0.1%	0.0%
	Firm O	0.8%	1.6%	0.9%	0.7%	0.9%
	Firm R	0.9%	0.7%	0.4%	0.4%	0.3%
	Firm Q	2.0%	1.1%	0.5%	1.3%	1.7%
US	Google	89.0%	86.7%	92.3%	90.7%	86.5%
	Firm M	0.5%	0.8%	1.1%	1.1%	4.3%
	Firm N	0.0%	0.0%	0.1%	0.1%	0.2%
	Firm P		2.4%	1.1%	0.4%	0.1%
	Firm O	2.4%	4.7%	2.8%	2.4%	2.8%
	Firm R	2.5%	2.2%	1.2%	1.3%	0.8%
	Firm Q	5.7%	3.1%	1.5%	4.1%	5.3%



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