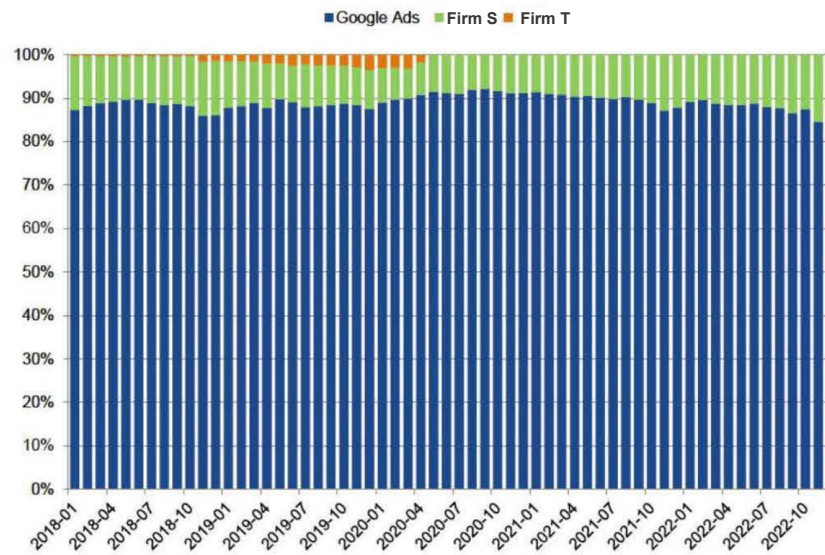


**Figure 99. Google Ads has maintained a substantial share of US indirect open-web display impressions in the ad network market**



Source: Google Ads data (DOJ RFP 54); [REDACTED] data [REDACTED].  
 Notes: Denominator includes open-web display impressions from Google Ads, [REDACTED]. Impressions include all indirect open-web display transactions from these parties. [REDACTED]. Google Ads data only provides information for advertiser geography, while data for [REDACTED] provides only user geography information. This figure limits to US advertiser transactions for Google Ads and US user transactions [REDACTED].