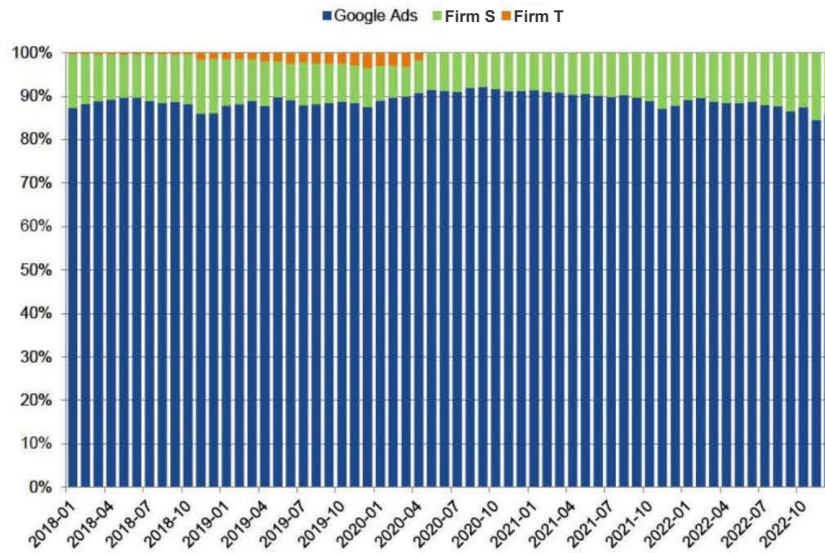


Figure 99. Google Ads has maintained a substantial share of US indirect open-web display impressions in the ad network market



Source: Google Ads data (DOJ RFP 54); [redacted] data [redacted]; [redacted]; [redacted]; [redacted].  
Notes: Denominator includes open-web display impressions from Google Ads, [redacted]. Impressions include all indirect open-web display transactions from these parties. [redacted].  
[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].

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