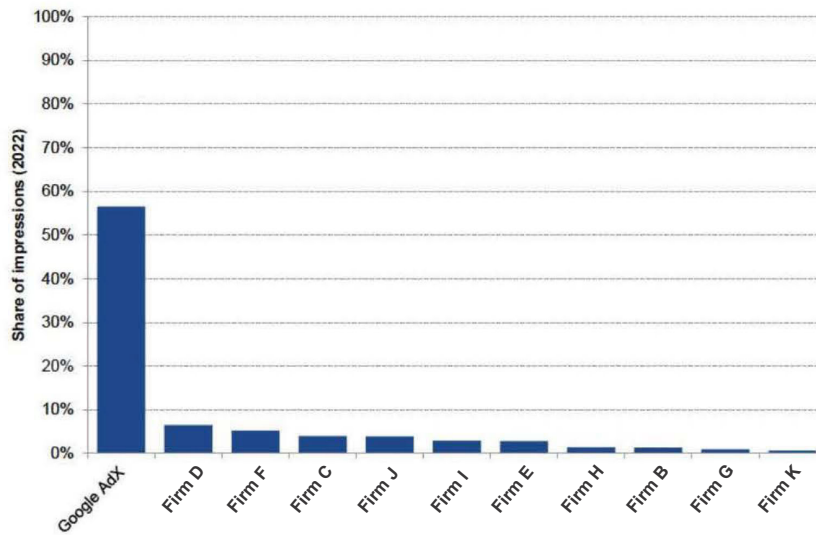


Figure 48. AdX and third-party ad exchanges' shares of worldwide indirect open-web display impressions among ad exchange (2022)



Source: Google AdX data (DOJ RFP 53); Exchange panel (See Appendix H.1.c).  
Notes: 2022 worldwide indirect open-web display impression market shares for ad exchanges shown in Figure 47 (see table notes). In 2022, exchanges that did not produce data are estimated to represent 10% of worldwide indirect open-web display impressions. The largest of those exchanges, ██████ represented less than 5% of impressions through bidding tools that produced by-exchange data.