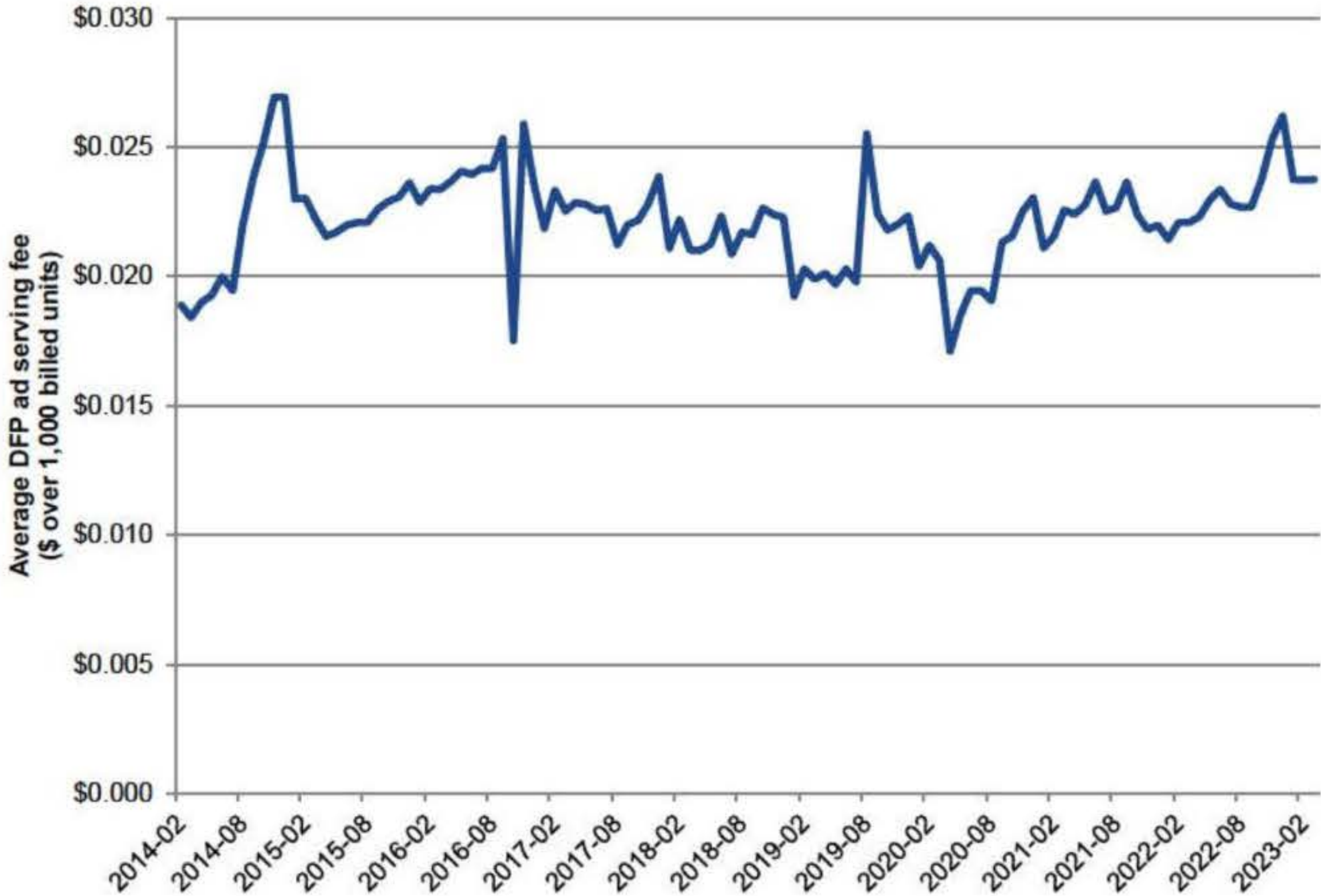


Figure 25. Worldwide DFP fee trends controlling for changes in publisher composition (Feb. 2014–Mar. 2023)



Source: DFP fees data (GOOG-AT-MDL-DATA-000486516–GOOG-AT-MDL-DATA-000486625).
Notes: Publisher weights are determined by each publisher’s total impressions on which DFP fees were assessed from February 2014 through March 2023.