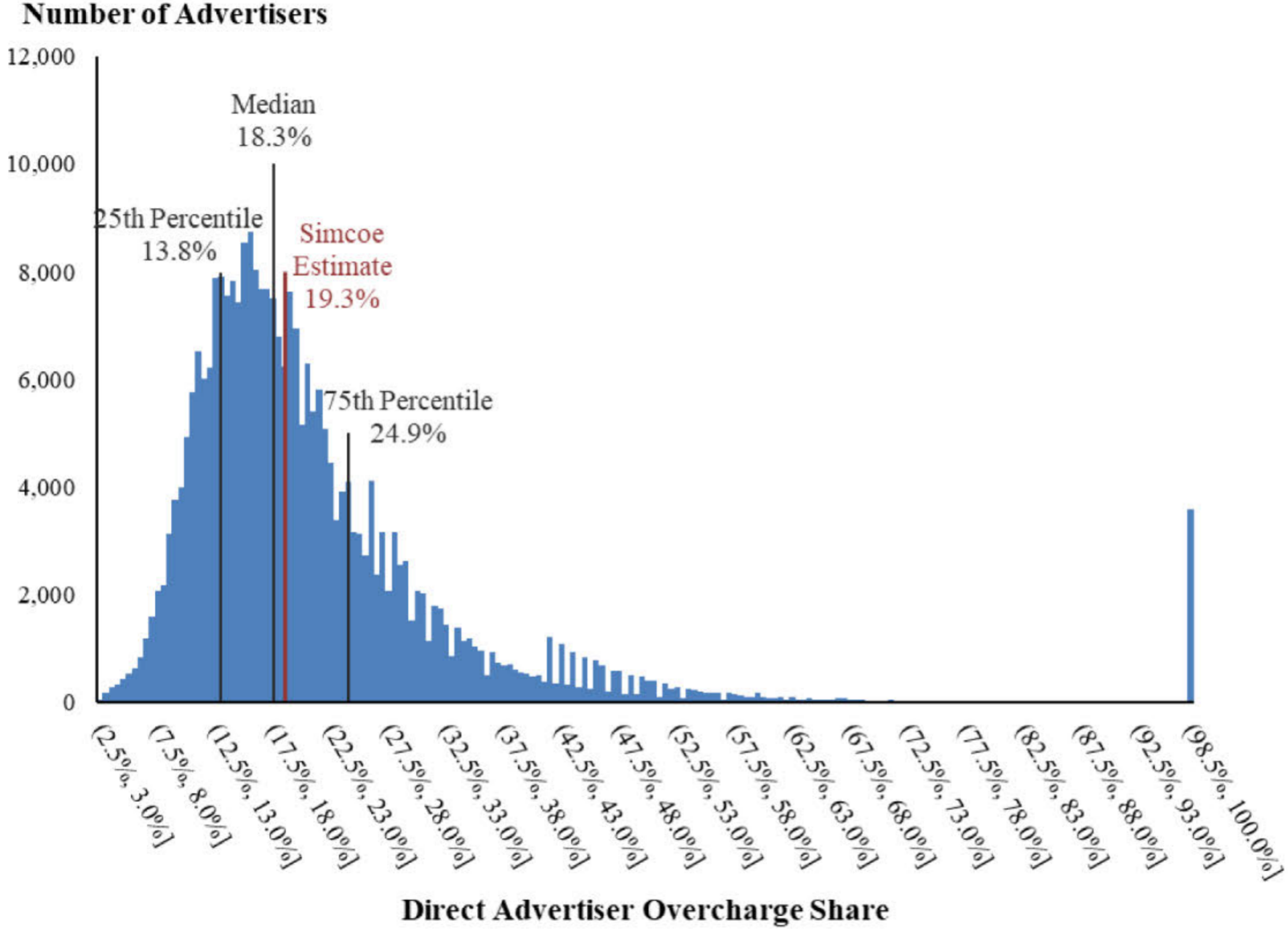


**Figure 30. Advertiser Overcharge Share, Associated with 6.18% Price Increase**



**Notes & Sources:** From 2023 GAM Log-Level Sample. See Exhibit 41.