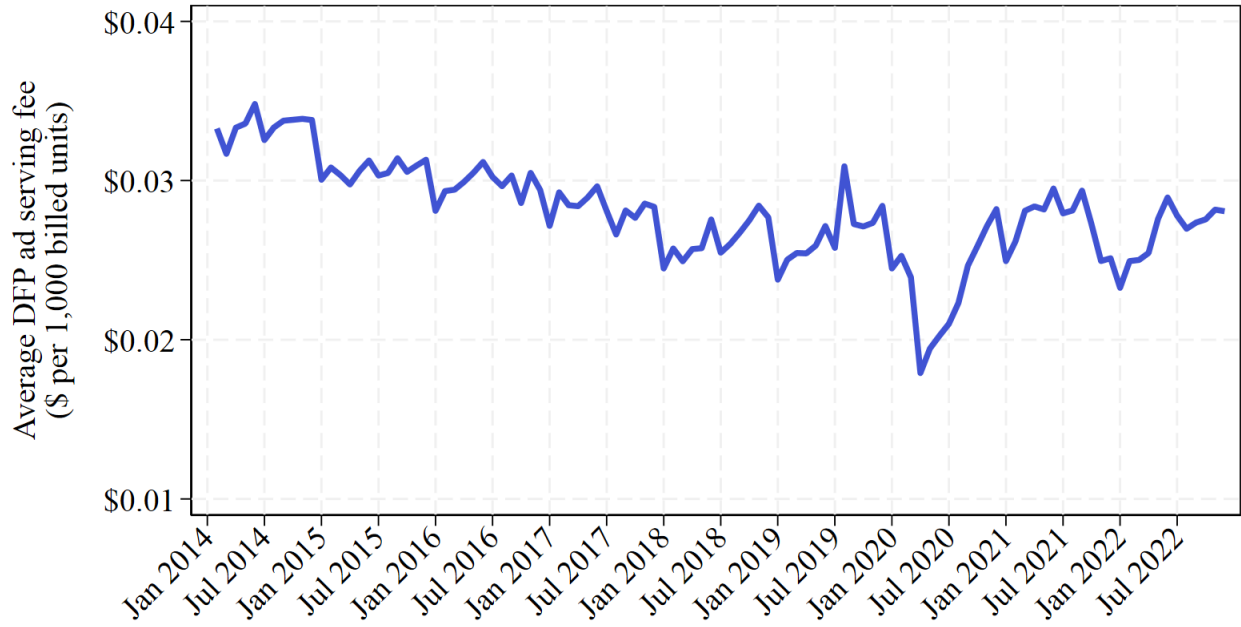


Figure 70: DFP Fee Trends, Feb 2014-Dec 2022



Sources: GOOG-AT-MDL-DATA-000561426 to -535 (DFP RFP 243 data)

Notes: DFP ad serving fees are assessed per billed unit, which can be thought of as approximately equivalent to impressions.