

3. Google shall not reimplement either First Look or Last Look functionality within DFP or AdX with respect to Qualifying Open Web Display Inventory. To further effectuate this commitment, it is ordered that:

GG. “Qualifying Open Web Display Inventory” means Open Web Display Inventory offered for sale via Open Auction by a Google Ad Manager Publisher customer in good standing and otherwise complying with the terms and conditions of the Publisher’s relevant contractual agreement(s) with Google.

S. “Open Auction” means an auction for Inventory that is made available to all buyers otherwise eligible to Bid on AdX and excludes private auctions, preferred deals, programmatic guaranteed, and similar transactions for which only a subset of buyers are eligible to compete.