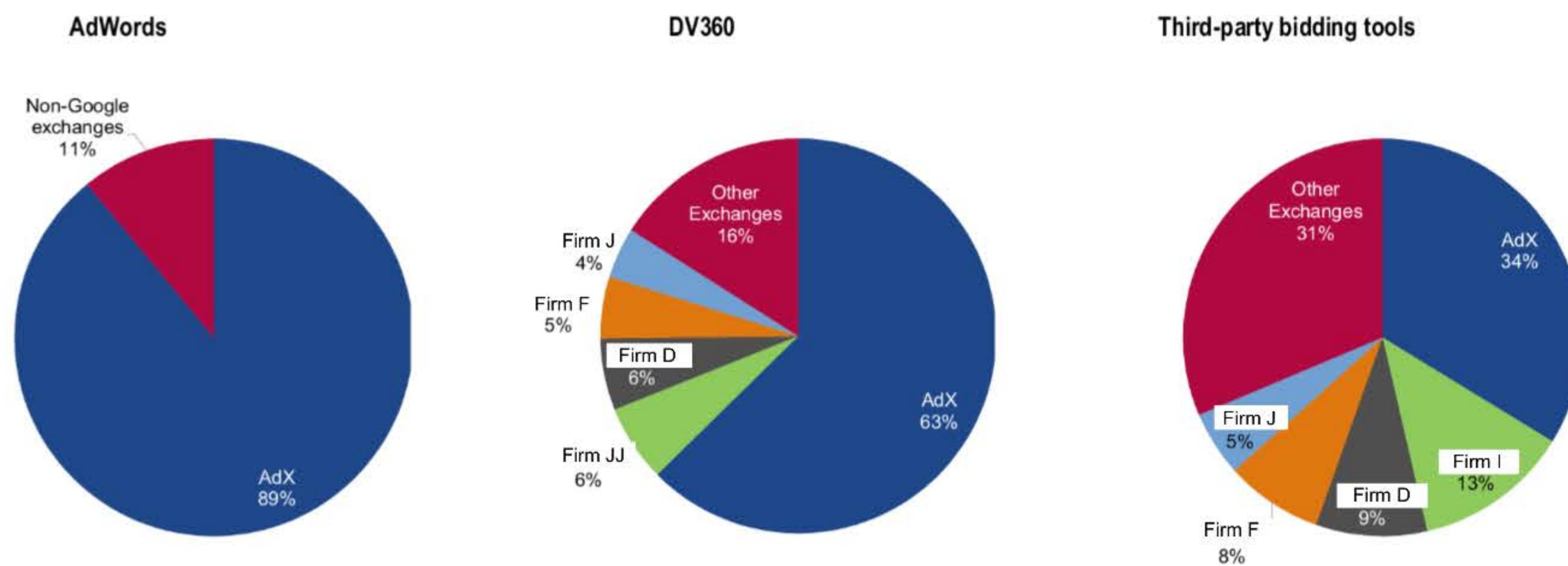


Figure 2. Indirect open-web display impressions transacted by ad exchange, 2022 (Worldwide)



Source: Google Ads data (DOJ RFP 54), Google DV360 data (DOJ RFP 7), Lee Initial Report backup materials: Bidding tools panel (see Lee Initial Report, Appendix H.1.b.).

Notes: Limited to worldwide indirect open-web display impressions transacted through an ad exchange in 2022. Google Ads data do not provide non-Google ad exchange identifiers. "Third-party bidding tools" panel contains impressions from all non-Google DSPs and ad networks in the Bidding tools panel that identify open-web display and AdX impressions.

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