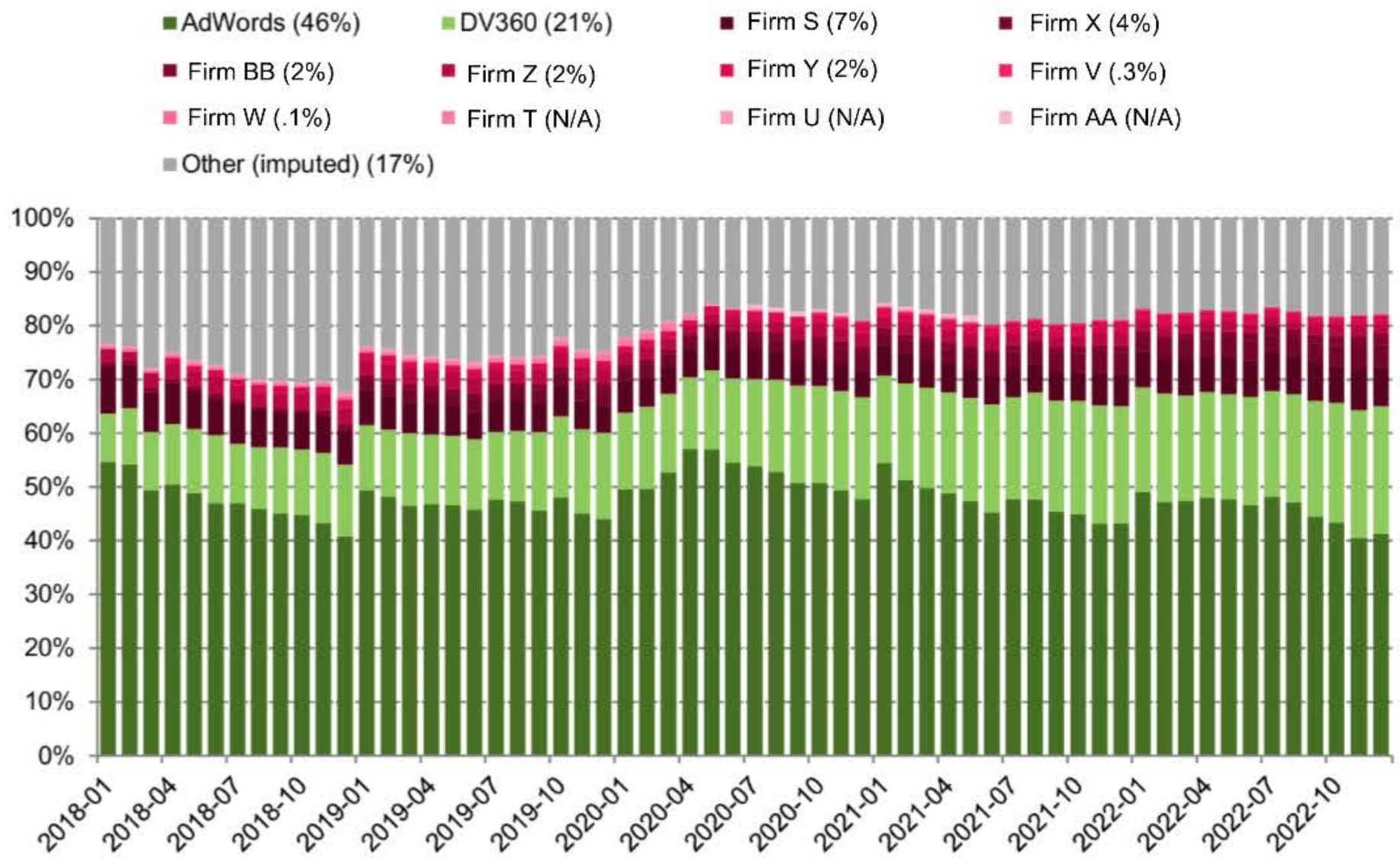
Figure 5. AdWords maintained a substantial share of worldwide indirect open-web display impressions among all advertiser bidding tools (2018–2022)



Source: Lee Initial Report backup materials: Bidding tools panel (see Lee Initial Report, Appendix H.1.b.) and Exchange panel (see Lee Initial Report, Appendix H.1.c.).
Notes: Replicates Figure 17 from Lee Rebuttal Report, combining "Google Ads through AdX" and "Google Ads through non-AdX" categories, and using different colors. Figure presents monthly share of worldwide indirect open-web display impressions from Google Ads, DV360, and bidding tools that produced data in this matter, as well as impressions that I estimate coming from bidding tools that did not produce data on this matter (see Appendix H of my initial liability report for details). Legend includes 2022 annual worldwide indirect open-web display impression shares among ad exchanges; "N/A" indicates that the bidding tool had no open-web display impressions in 2022 in the data.

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