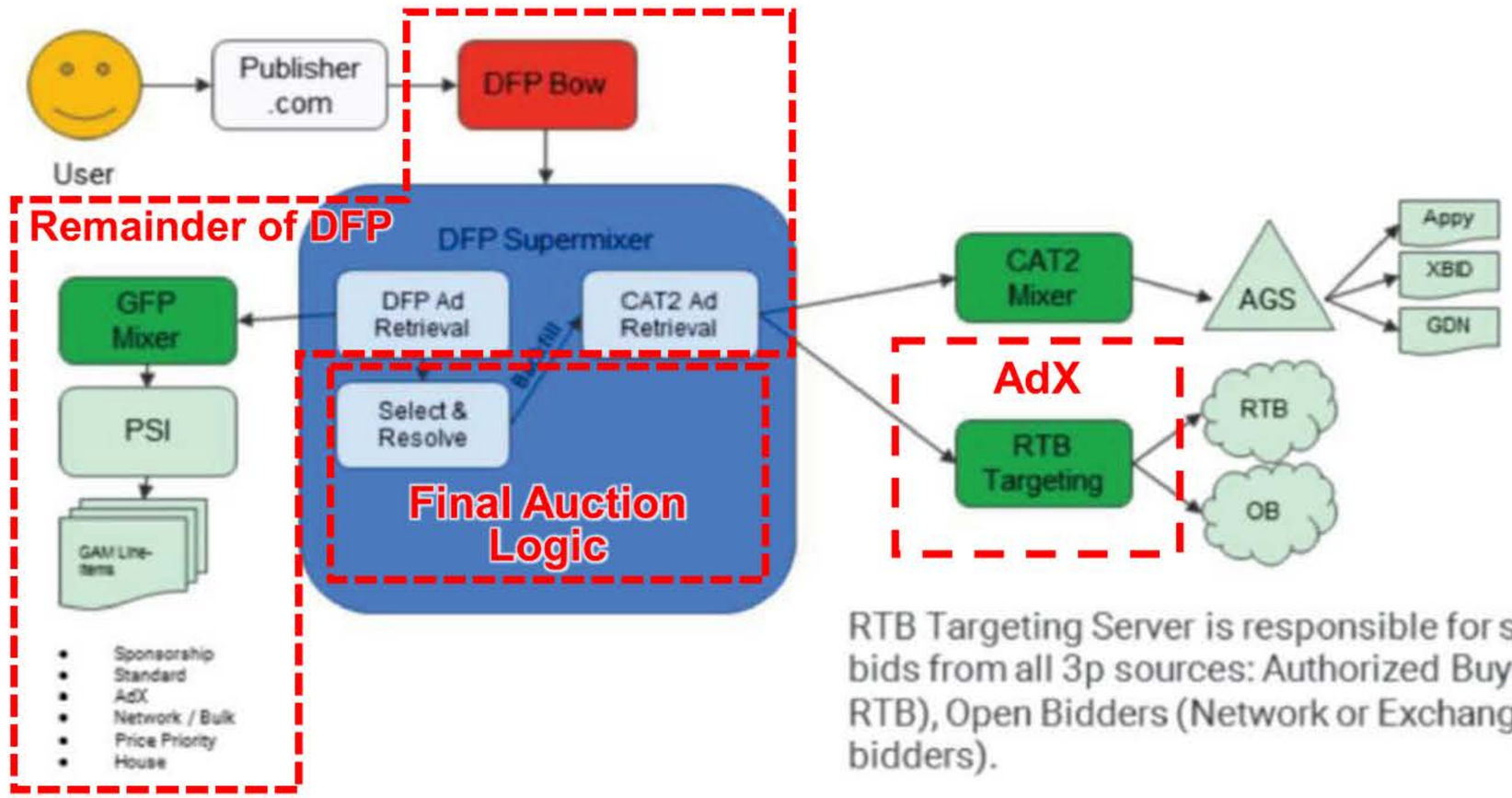
Architecture Diagram: Divested Components



RTB Targeting Server is responsible for soliciting bids from all 3p sources: Authorized Buyers (fka RTB), Open Bidders (Network or Exchange bidders).

RTB TS handles any pretargeting, sends out bid requests, filters bid responses, and sends back bids to SM auction.

Plantiffs' **Demonstrative I** 1:23-cv-00108

Weissman Report, Figure 1 (PRX034 at GOOG-AT-MDL-012693827)