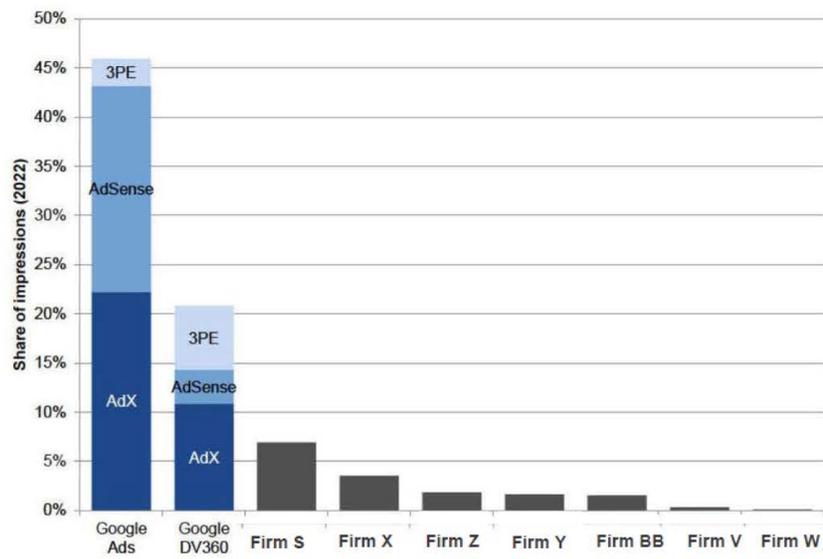


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Figure 18. Google and third-party bidding tools' shares of worldwide indirect open-web display impressions (2022)



Source: Lee Initial Report backup materials: Bidding tools panel.
Notes: The figure plots fees from Google's bidding tools (in blue), broken out by transactions through AdX, AdSense, and non-Google exchanges, alongside fees from non-Google bidding tools (in grey).

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