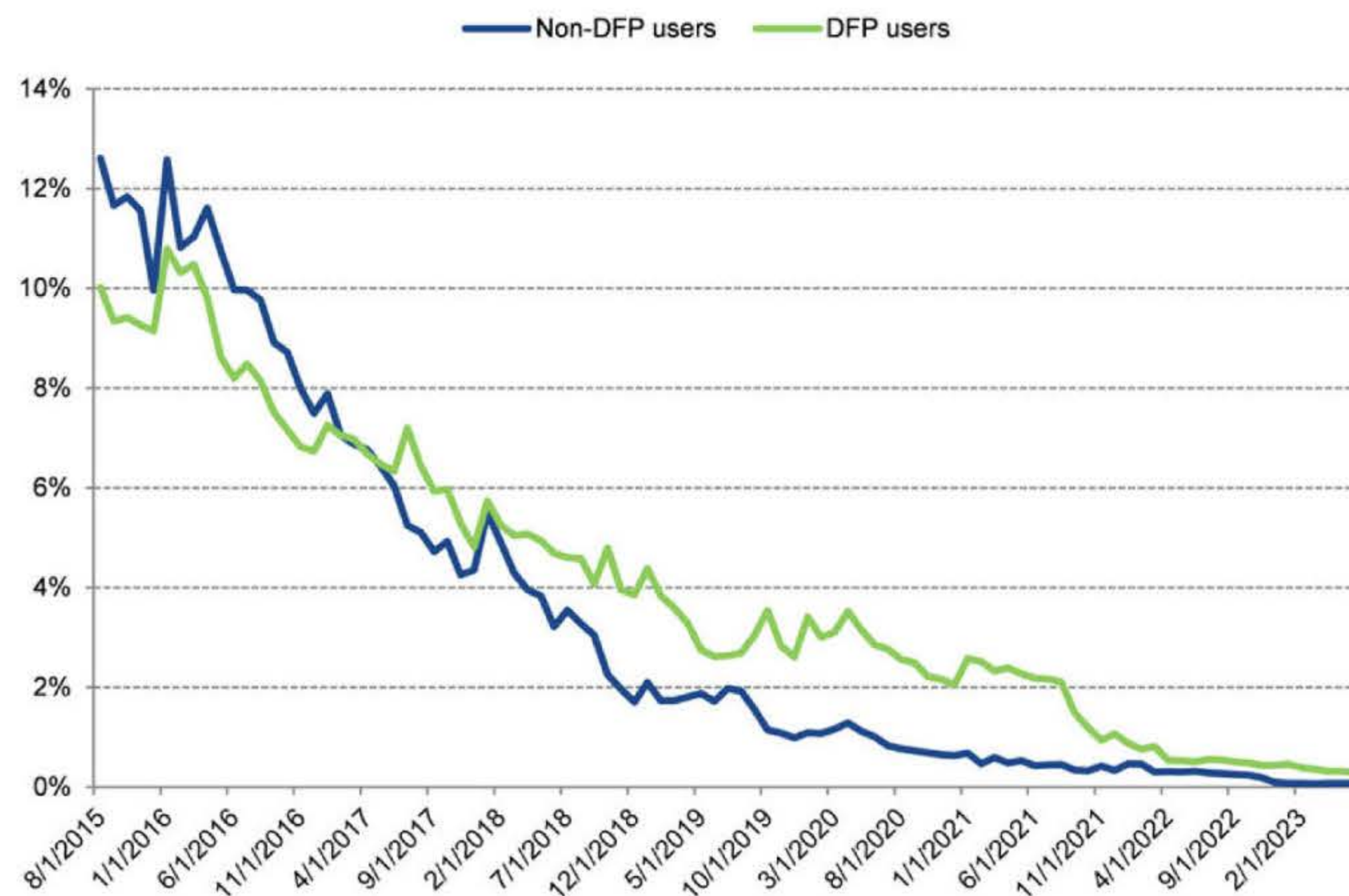**Figure 132. AdX Direct's share of AdX worldwide indirect open-web display advertising revenue**

Source: DRX internal stats data (DOJ RFP 57).

Notes: Figure is a replica of Figure 67 in Section VII.C.3. Limited to indirect open-web display revenue. A publisher is defined at the web property code level due to limited publisher information at the GFP network level in the DRX data. A publisher is considered a DFP user in each month where that publisher collected revenue through DFP. This figure excludes impressions won by exchange bidders.