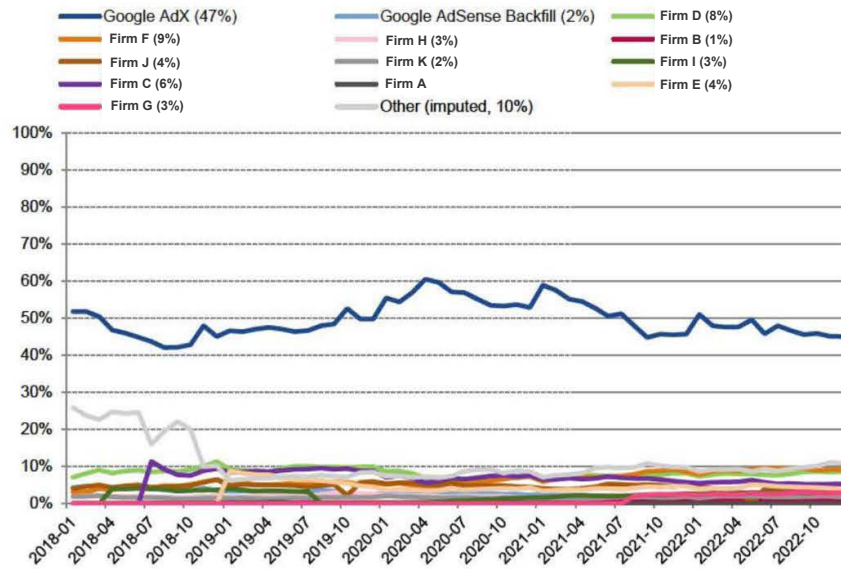


Figure 124. AdX maintains a substantial share of US indirect open-web display impressions transacted through ad exchanges (2018–2022)



Source: Google AdX data (DOJ RFP 53); Exchange panel (See Appendix H.1.c).
 Notes: Figure is a replication of Figure 90 in Appendix Section D.1.d. Denominator includes impressions from Google and ad exchanges that produced data in this matter, and impressions estimated from exchanges that did not produce data on this matter ("Other (imputed)"). The set of exchanges within "Other (imputed)" varies during the time period shown due to incomplete data from certain third-party exchanges. Appendix H provides a description of how I perform this estimation. The legend contains the share of indirect open-web display impressions in 2022 in parenthesis for those exchanges that produced data on indirect open-web display impressions in 2022.