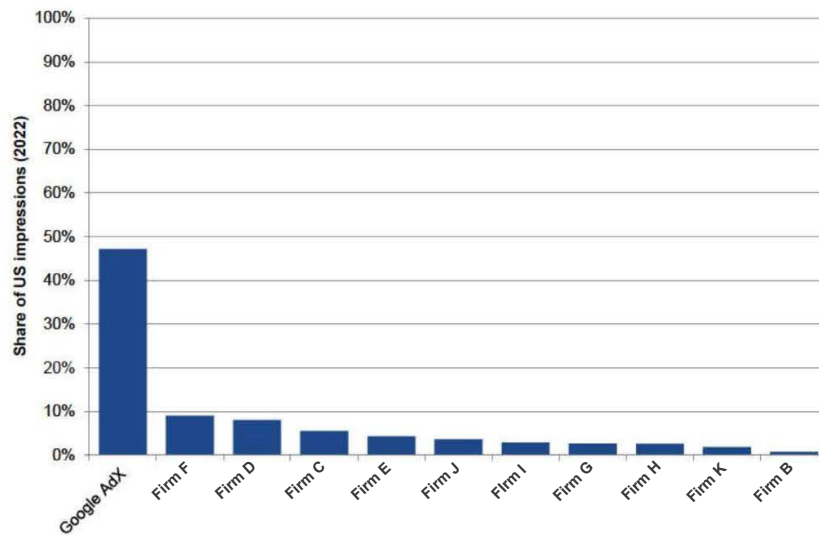


Figure 91. AdX and third-party exchanges' shares of US indirect open-web display impressions among ad exchanges (2022)



Source: Google AdX data (DOJ RFP 53); Exchange panel (See Appendix H.1.c).

Notes: 2022 US indirect open-web display impression market shares for ad exchanges shown in Figure 90 (see table notes). In 2022, exchanges that did not produce data are estimated to represent 10% of US indirect open-web display impressions.

provides only worldwide data; US impressions for are obtained by using the average ratio of US-to-worldwide impressions among other exchanges.