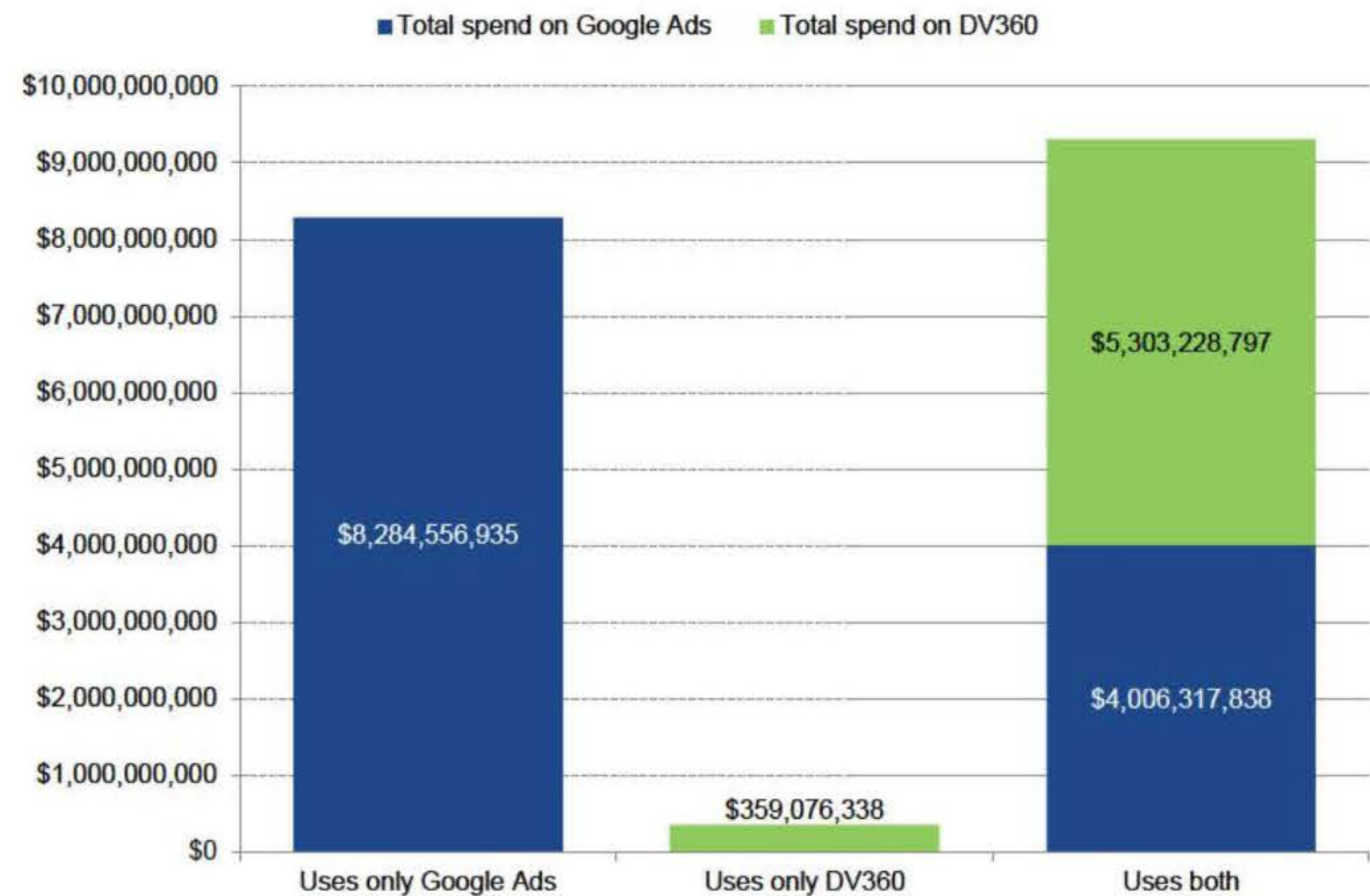


**Figure 36. Total advertiser spend on indirect open-web display advertising within Google Ads and DV360 (2022)**



Source: Google XP data (DOJ RFP 7)  
Notes: Figure displays indirect open-web display spending from advertisers with positive spending on Google Ads, DV360, or both in 2022. YouTube and mobile app ads, and Programmatic Guarantee and Preferred Deal transactions are excluded. 0.4% of spending on Google Ads is attributed to observations with missing advertiser information, and are excluded.