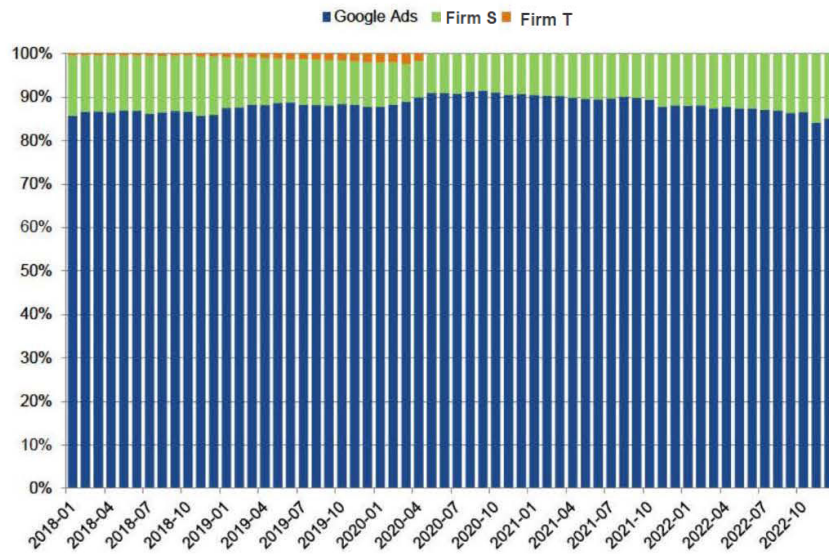


HIGHLY CONFIDENTIAL

Figure 56. Google Ads has maintained a substantial share of worldwide indirect open-web display impressions among advertiser ad networks (2018–2022)



Source: Google Ads data (DOJ RFP 54); Bidding tools panel (See Appendix H.1.b).

Notes: Denominator includes open-web display impressions from Google Ads, [REDACTED]. Impressions include all indirect open-web display transactions from these parties. [REDACTED] exited the open-web display market in April 2020.

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