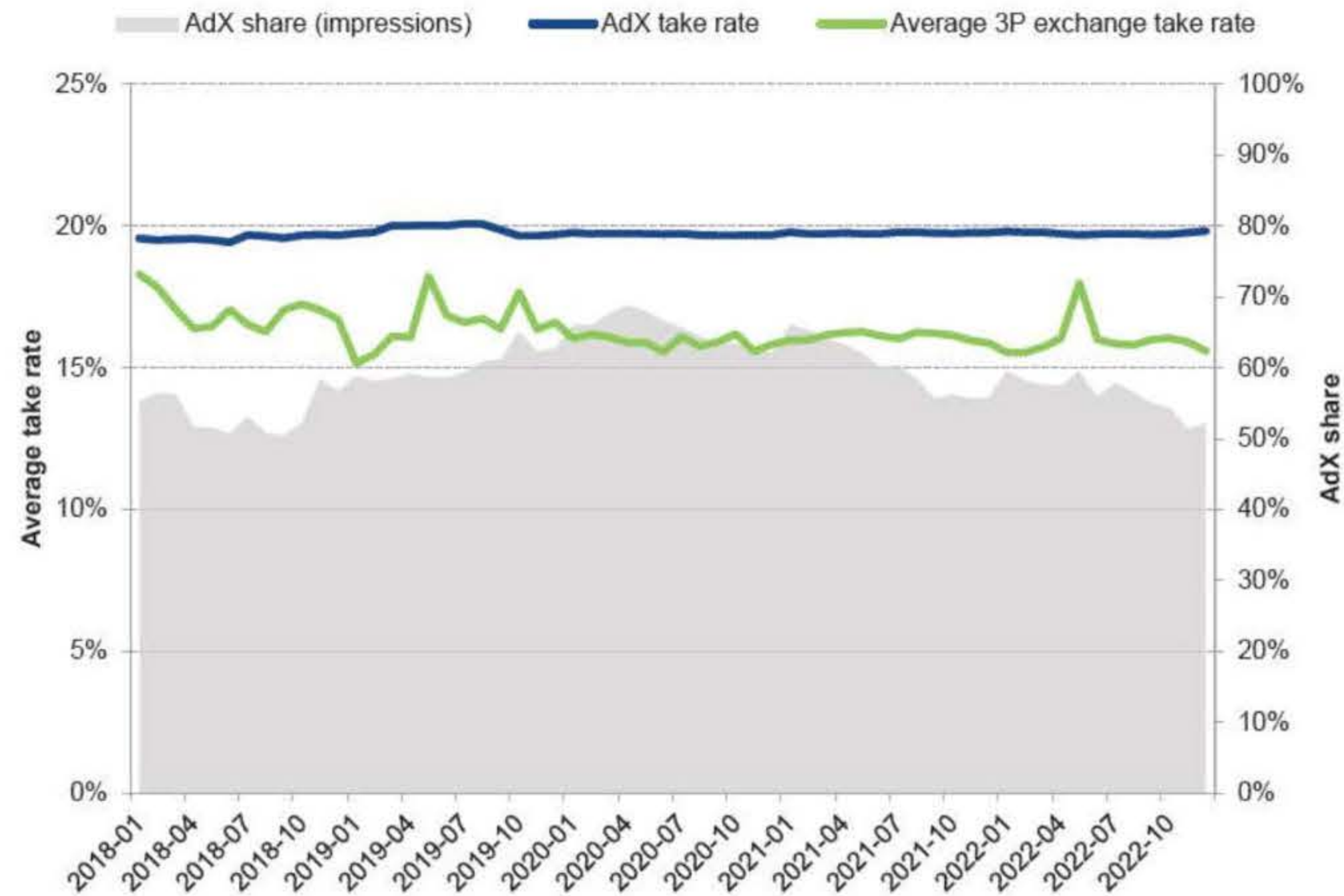


**Figure 55. Worldwide open-web indirect display take rates for AdX and third-party exchanges (average), and AdX's worldwide indirect open-web display market share (2018–2022)**



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

Notes Limited to open-web display advertisements transacted through indirect transactions (including open auction, private auction, or header bidding). "Average 3P exchange take rate" is the monthly weighted average take rate by exchange spend among all third-party exchanges that produced both gross and net revenue data. "AdX share (impressions)" (shaded grey area in chart) is AdX's share of worldwide indirect open-web display impressions. See Figure 47 and Appendix H for details.