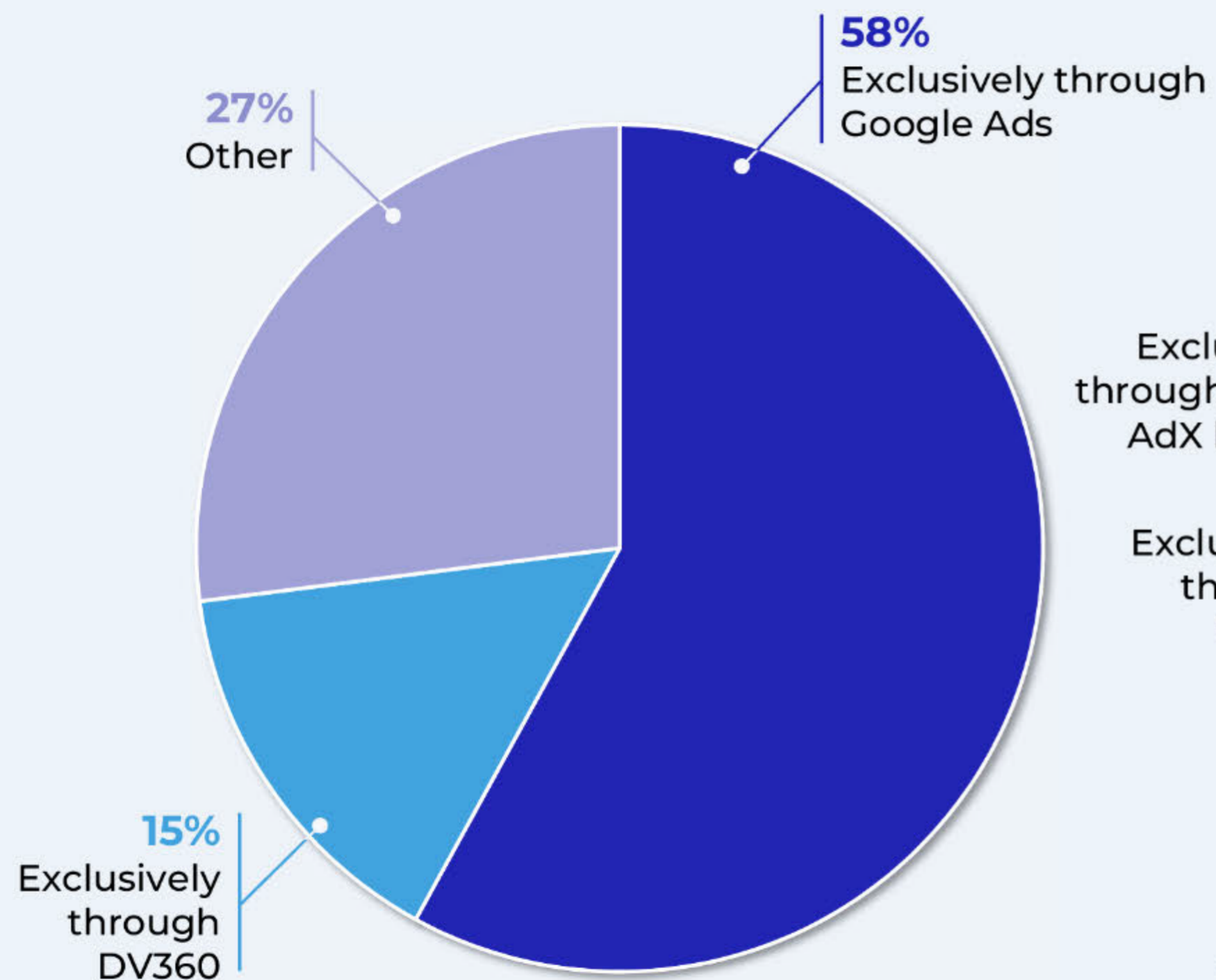
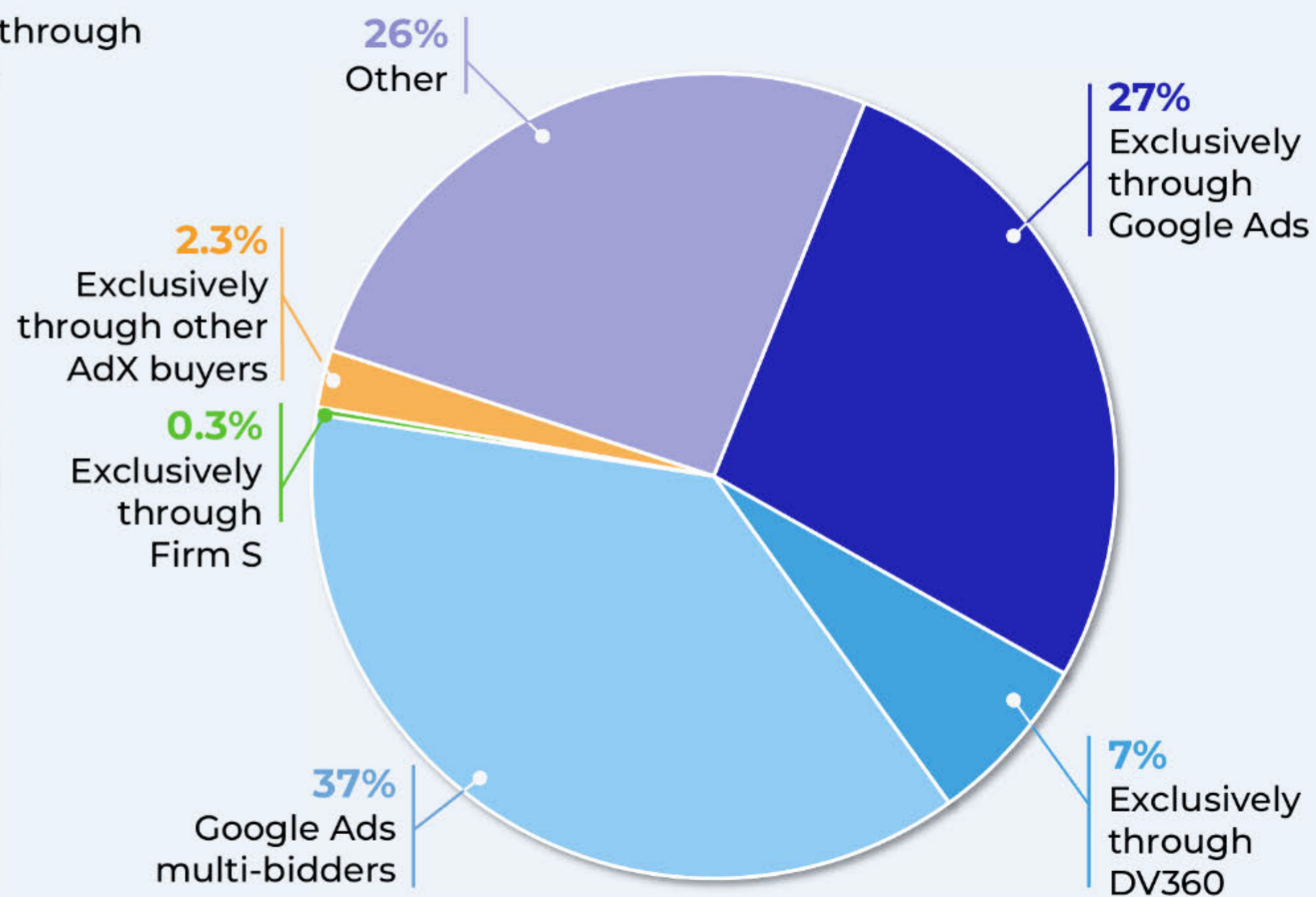


INTERACTIONS BETWEEN ADVERTISERS AND PUBLISHERS BY BIDDING TOOL

SHARE OF ADVERTISER-PUBLISHER PAIRS



SHARE OF PUBLISHER REVENUES



Demonstrative created from Lee Rebuttal Report, ¶ 510.
June 28, 2023, sample of GAM log-level data.

Pls. Demonstrative
Pa

1:23-cv-00108