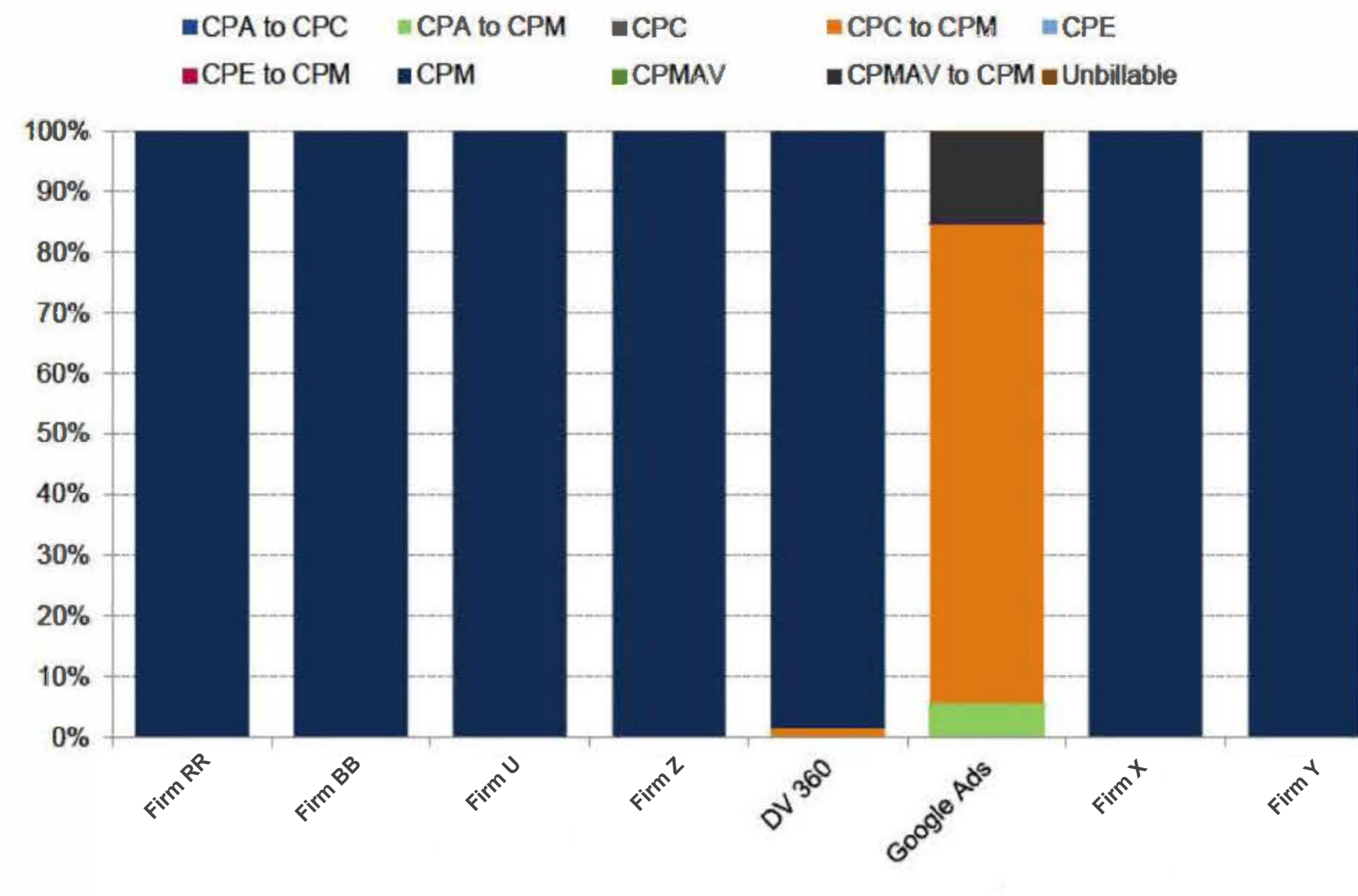


**Figure 14. Proportion of worldwide impressions transacted through AdX by cost type (2018–2022)**



Source: Google AdX/Open Bidding data (DOJ RFP 7).

Notes: Sample includes indirect open-web display transactions through AdX.