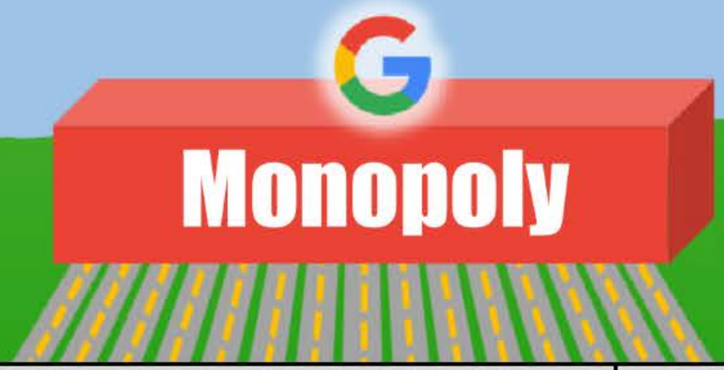
Plantiffs'
Demonstrative R
1:23-cv-00108



Future Google Behavior	Replicates Anticompetitive Conduct	Plaintiffs Return to Court
AdX charges higher take rate to rival PAS		
AdX increases latency for rival PAS		
AdX reduces frequency of bid responses into rival PAS		
AdX offers fewer auction types into rival PAS		
AdX communicates less information with requests from rival PAS		
AdX increases latency into Prebid		
AdX provides fewer auction types into Prebid		
AdX communicates less information with requests from Prebid		
DFP charges higher fees to publishers who don't use UPR		
DFP alters decisioning algorithms to favor AdX		
DFP alters decisioning algorithms to favor AdWords and DV360		
AdWords bids directly into DFP and degrades bids into rival PAS		
AdWords reduces value of bids into rival PAS		
AdWords increases latency for rival PAS		
AdWords charges higher take rates on bids to rival PAS		