



# Google Dominates the Online Ad Market

Google share  
**90-100%**

Google share  
**50-60%**

Google share\*  
**50-90%**



**Publisher**

Example:

Washingtonpost.com

Sell-side  
Software



**Middleman:**  
Routes Ad Space  
to Exchanges

Ad Exchange



Google has  
compared to a  
“stock exchange”

Buy-side  
Software  
(DSP & self-  
service tools)



**Middleman:**  
Google has compared to  
“brokerage houses”



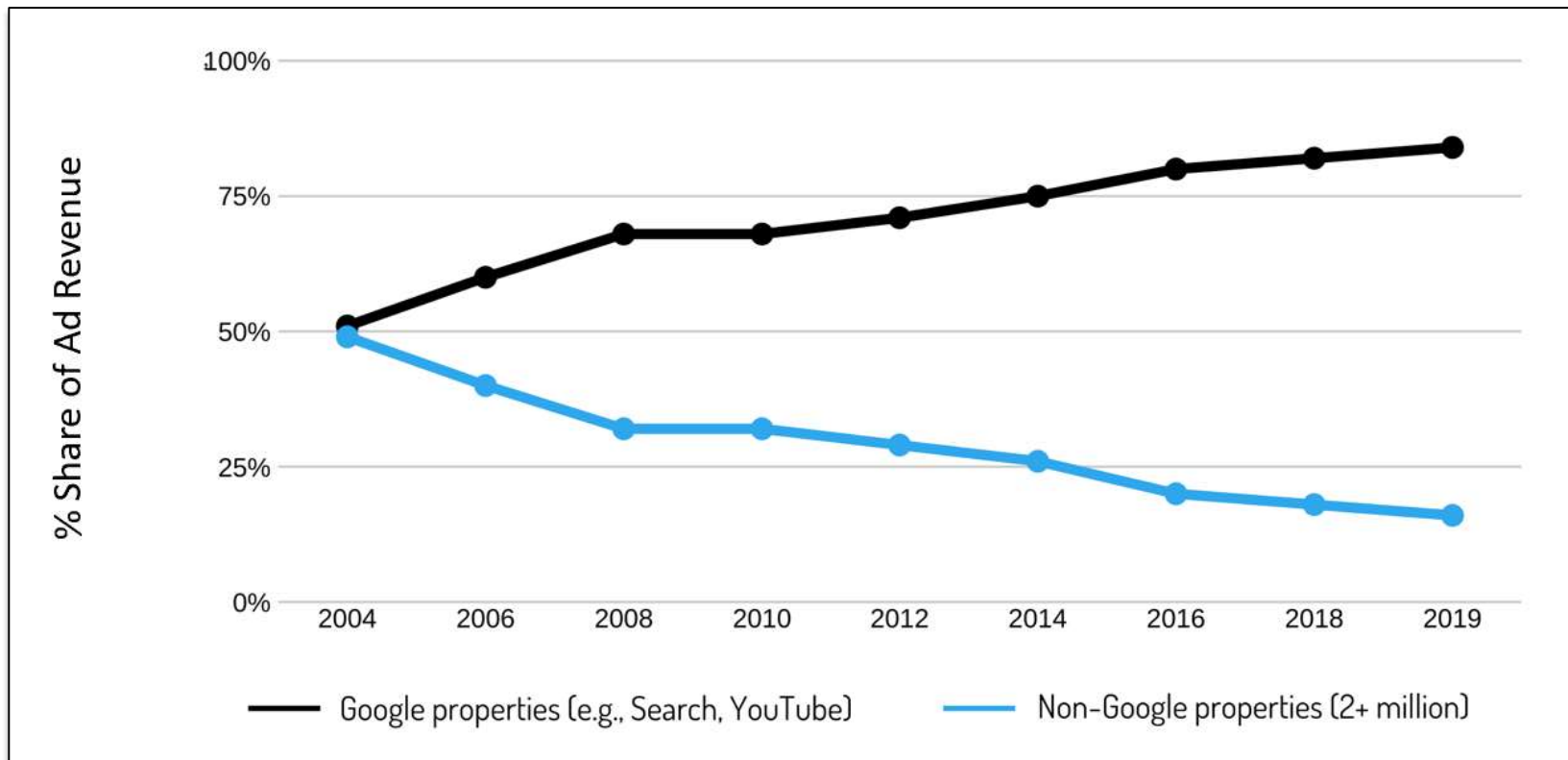
**Advertiser**

Example:

local drycleaner



# Share of Google Ad Revenues Going to Google vs. Non-Google Properties 2004-2019



Google Annual Reports from 2004 through 2019 (Srinivasan, 2020. *Why Google Dominates Advertising Markets.*)