Google Dominates the Online Ad Market

- **Google share**: 90-100%
  - **Publisher**: Example: Washingtonpost.com
  - **Middleman**: Routes Ad Space to Exchanges
- **Google share**: 50-60%
  - **Ad Exchange**: Google has compared to a "stock exchange"
- **Google share**: 50-90%
  - **Buy-side Software (DSP & self-service tools)**
  - **Advertiser**: Example: local drycleaner
  - **Middleman**: Google has compared to "brokerage houses"