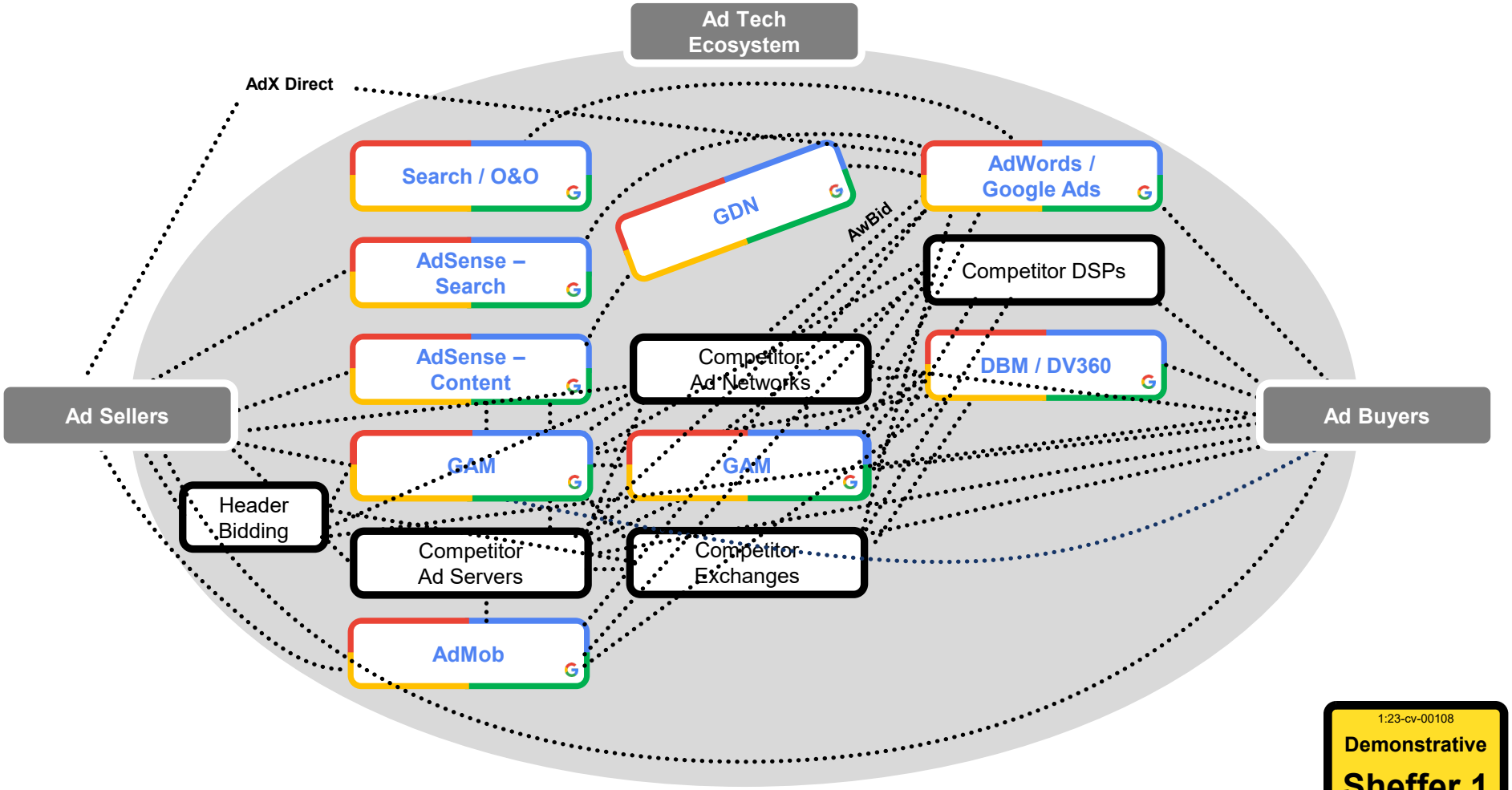
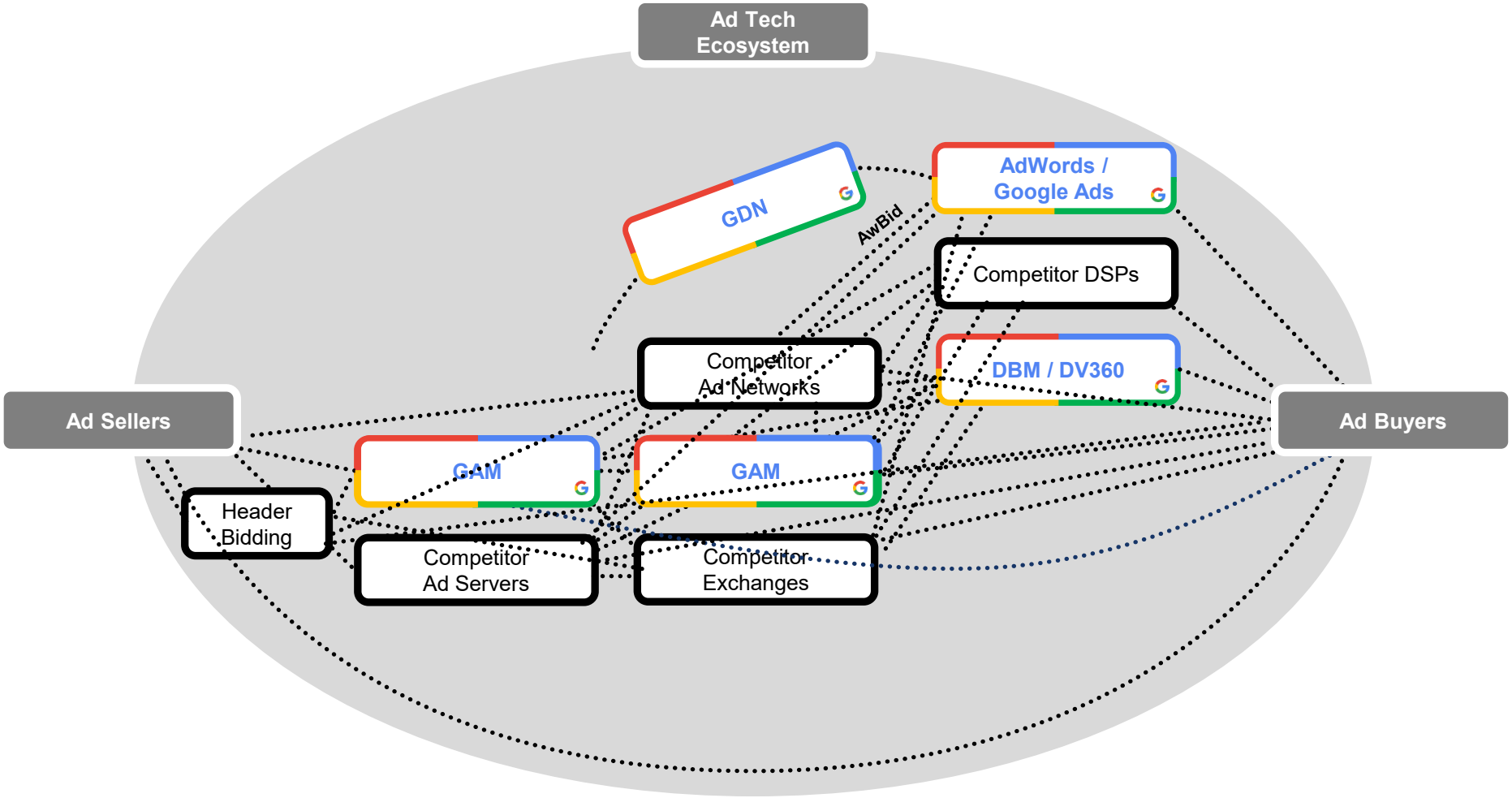


1:23-cv-00108
Demonstrative
Sheffer 1


Ad Tech Ecosystem
GDN
AdWords / Google Ads
AwBid
Competitor DSPs
Competitor Ad Networks
DBM / DV360
Ad Sellers
Ad Buyers
GAM
GAM
Header Bidding
Competitor Ad Servers
Competitor Exchanges