Impact of Polyjuice (rGSP) launch on Call Ads and Formats

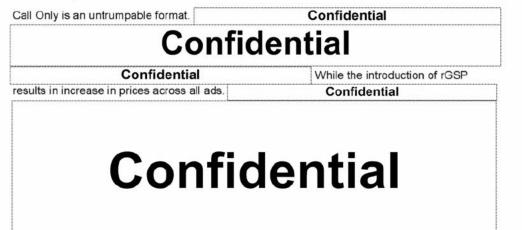
PII @, PII @, PII @, Nov 2019

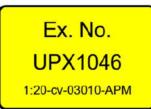
Background

| Confidential | |
|--|-------------------|
| Confidential | The launch |
| consists of three major components and all of them have a significant impact | on ad pricing and |
| format allocation - | |
| 1. rGSP: Changes ad allocation and pricing. | |
| | |
| Confidentia | |
| Contidentia | |

In this doc, we analyze the impact of these changes on Call ads and formats.

Call Only Ads





REDACTED FOR PUBLIC FILING & ABRIDGED

Redacted

GOOG-DOJ-07547019