

A look at our remedies proposal in the DOJ ad tech case

Our proposal in the DOJ ad tech case fully responds to the court's findings, without harming our customers. In fact, it addresses what the DOJ's own witnesses asked for during the liabilities phase, making it even easier for publishers to use Ad Manager with other ad tech providers.

We are proposing the following remedies:

1. Make real-time bid amounts for open web display ads from our ad exchange (AdX) available to all rival publisher ad servers. Our proposal also gives publishers the choice to put Prebid, an open-source industry consortium, in the middle of our ad exchange and ad server.
2. Deprecate Unified Pricing Rules for open-web display ads, giving publishers the option to set different price floors for different bidders when using Google Ad Manager.
3. Commit to not using "first look" and "last look" for open-web display ads (auction dynamics that were phased out of Google Ad Manager many years ago).

Our proposed remedies are:

1. Tailored to fit the conduct at issue and fully address the Court's ruling
2. Workable in one year and minimize disruption to customers
3. What publishers themselves said they want

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