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 proposes the very changes the DOJ's own witnesses asked for, making it even easier for publishers to use Google Ad Manager with other ad tech providers. We've added further details to our remedies to clarify questions and provide important implementation information.

Our proposed remedies are:
1. Tailored to fit the conduct at issue and fully address the Court's ruling
2. Actionable on a timeline that aligns with this dynamic market
3. What publishers themselves said they want

We are proposing the following remedies:
- Making real-time bid amounts for open web display ads from our ad exchange available to all rival publisher ad servers for all programmatic inventory types. 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, with Google competing head-to-head in Prebid's auction against other SSPs.
    - During the remedies trial, witnesses testified about the shift of their budgets outside of open-auction to new types of transactions, like Private Auctions, Private Marketplaces and Programmatic Guaranteed. We've further refined our proposal to include all programmatic transaction types.
- Deprecating Unified Pricing Rules for open-web display ads, giving publishers the option to set different price floors for different bidders when using Ad Manager.
- Committing to not using "first look" and "last look" for open-web display ads (auction dynamics that were phased out of Ad Manager many years ago).
- Giving publishers greater and easier access to data, including offering them more information to understand why a certain ad is ultimately shown.

Additionally, while these practices do not exist, we made the following commitments:
- We will not build integrations for indirect demand between Ad Manager's ad server and either Google Ads or DV360.
- Google Ads and DV360 will not prioritize how they bid on any exchange based solely on the identity of that exchange.