

# DID YOUR BUSINESS PAY FEES DIRECTLY TO GOOGLE FOR SELLING ADVERTISING IMPRESSIONS ON WEBSITE'S VIA GOOGLE'S ADX AD EXCHANGE?

## YOU MAY BE ELIGIBLE TO RECOVER MONEY!

### "Eligible Class Members":

*All persons or entities in the United States that directly paid Google LLC, Alphabet Inc., and/or YouTube, LLC (collectively, "Google", also known as the "Defendants"), through payment of fees directly to Google or reductions in advertising revenue directly from Google, for services associated with selling advertising impressions (other than instream video transactions) on websites via Google's AdX Ad Exchange from December 15, 2016 through March 31, 2024.*

### SUMMARY

**Total Settlements Reached:**  
No settlements at this time

**Class Period:**  
December 15, 2016 -  
March 31, 2024

**Filing Deadline:**  
No claim filing deadline yet

*Specific information about the class  
action(s) listed below*

**THIS IS NOT AN OFFICIAL COURT NOTICE.  
INFORMATION CONTAINED IN THIS SUMMARY IS SUBJECT TO CHANGE.**

**GOOGLE ADVERTISING - PUBLISHERS  
ANTITRUST CLASS ACTION**

## Case Overview

Commencing in 2020, class action lawsuits were filed alleging Google monopolized the publisher ad server services market which artificially inflated the prices charged to publishers in violation of U.S. federal antitrust laws. The Defendants are related entities, as Google LLC and YouTube, LLC are subsidiaries of Alphabet Inc. It is impossible to predict the outcome, but money may become available to Eligible Class Members if a settlement is reached with the Defendants in the future. FRS will update this Class Action Summary as the case progresses and new information becomes available.

**The Services FRS Provides:** Financial Recovery Strategies (FRS) is a class action claims management consultant; we are not a court appointed claims administrator or class counsel. If you hire FRS, FRS will work within your guidelines to manage the claims process. The services that FRS provides include the following: (i) notifying you when we believe that you may be eligible to participate in settlements likely to be valuable to you; (ii) endeavoring to enhance the likelihood that all of your eligible business units (e.g., subsidiaries, divisions, acquisitions and divestitures) are included in the claims process; (iii) to reduce the support needed from your in-house staff, providing advice on what, if any, documents need to be collected and maintained, and, when requested, assisting in that effort; (iv) when required documents are not available or are too burdensome to collect, attempting to develop innovative alternatives to satisfy documentation requirements and striving to obtain approval of those alternatives; (v) preparing, assembling and submitting your claim package, and managing it throughout the claims processing phase, including working with you to address any concerns or questions claims administrators may have; (vi) providing regular updates on the recovery process; (vii) reviewing your payment to assure that it has not been under calculated; and (viii) following up with you to assure that your recovery check is deposited. FRS's recovery specialists are always available to answer any questions you may have.

**How to Retain FRS:** If you wish to hire FRS to file and manage a claim on your behalf, you must return a signed Claims Management Agreement and a signed Authority to File and Manage Claims. Before doing so, it is important that you understand their terms and make sure that all information about you is correct.

If a monetary settlement is obtained, information about it will be available from Class Counsel. You also may visit the Court-approved website once one is established. Please understand that you have the right to file on your own if and when there is a monetary settlement. To learn more about our services, visit [www.FRSCO.com](http://www.FRSCO.com).