

Alphabet's Q4 2019 Earnings Reveal YouTube Ad Revenues

AUDIO |

eMarketer Editors

Forecasting analyst Eric Haggstrom joins host Nicole Perrin to talk takeaways about Alphabet's Q4 earnings, which revealed YouTube ad revenues and Cloud revenues as line items for the first time. They also discuss how the largest digital ad seller is facing an investigation into its dominant market position.

Leading Authorized Sellers Worldwide, by Share of Presence in Ads.txt vs. App-Ads.txt, Q3 2019

App-ads.txt		Ads.txt	
Google	97.3%	Google	99.0%
OpenX	43.2%	AppNexus	42.0%
Rubicon Project	42.5%	Rubicon Project	41.9%
AppNexus	42.2%	PubMatic	41.7%
PubMatic	40.7%	OpenX	41.1%
Index Exchange	39.0%	Index Exchange	40.1%
PulsePoint	35.9%	One by AOL (video)	38.9%
inmobi.com	35.7%	One by AOL (display)	38.2%
LKQD	35.2%	FreeWheel	38.1%
Telaria (formerly Tremor Video)	34.8%	PulsePoint	37.3%

Note: represents activity on Pixalate's platform, broader industry metrics may vary; among Pixalate's top 10,000 domains and top 5,000 programmatic apps; read chart as 99.0% of the top 10,000 domains in terms of programmatic ad volume listed Google as either a direct partner or seller on unique ads.txt files
 Source: Pixalate, "App-Ads.txt & Ads.txt Trends Report Q3 2019," Dec 18, 2019

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