FIGURE 1*

Figure 20: Total Query Volume on Selected Search Engines for Google’s Top 25 Non-Navigational Shopping Queries

Figure 2: Total Query Volume on Selected Search Engines for Google's Top 25 Non-Navigational Local Queries

* From p. 102 of the Israel Report.
FIGURE 3*

Figure 15: GSE and SVP Traffic Shares

FIGURE 4*

Figure 16: Share of U.S. Digital Advertising Revenue, by Company, 2008-2021

FIGURE 5*

Figure 8: Google Search Query Volume, 2011-2021