
1 /D C ,F. .C. F .071-0170, Stat m t F 2 2
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B. DoubleClick's Recent Entry into the Intermediation Market

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¹⁶A ... 2007 ... 18 ...
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60% ... 18.3% ...
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Google Leads in Search Monetization as Yahoo's Market Share Stabilizes (... 17, 2007), at
<http://.../.../.../?...=&...=20070717005817&...>

¹⁷U ...
... comScore Releases October U.S. Search Engine Rankings (... 21, 2007), available at <http://.../.../?...=1908> (...
... 2007, ... 58.5 ...
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¹⁸O ...
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¹⁹A ... 500,000 ...
... 90% ...
... 30% ... 10% ... B ...
William Blair & Company Partners With AdGoproo for Study of Search Engine Advertising Industry (A ... 21, 2007), at
<http://.../.../?...=1248&...D=4>.

²⁰... aggregated ...
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21 D C t 2 t m .
D C . t , *About Us*, at

B. Future Approach to Data Mergers

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²⁶F. C. ... , *FTC Staff Proposes Online Behavioral Advertising Privacy Principles* (Dec. 20, 2007), available at

²⁹See, e.g., *FCC v. ChoicePoint Settles Data Security Breach Charges; to Pay \$10 Million in Civil Penalties, \$5 Million for Consumer Redress* (Feb. 26, 2006), available at

