

Business Insider Accuses Google of Suppressing Publisher Ad Revenue in Federal Lawsuit



Business Insider is suing Google for alleged anti-competitive advertising practices.

Filed in the U.S. District Court for the Southern District of New York on Sept. 8, the 89-page complaint, reviewed by ADWEEK, alleges that Google unlawfully monopolized digital advertising markets.

Specifically, according to the filing, Google tied its publisher ad server, DoubleClick for Publishers (DFP), to its ad exchange (AdX). By linking the tech, Business Insider claims, Google stifled competition and unfairly suppressed publishers' revenue, including its own.

The publisher also claims that Google manipulated ad auctions and real-time ad bidding through a range of practices, including: Last Look, which gave Google's AdX the ability to

see competitors' bids before placing its own bids; dynamic allocation, which enables non-guaranteed demand to compete against guaranteed campaigns for impressions; and Unified Auctions' minimum bid to win scheme, which gives Google the ability to see the lowest price at which a winner could have won a given impression.

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