Google Advertising - PUBLISHER CLASS — Website Article

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In re Google Digital Publisher Antitrust Litigation (AdX Publisher Class)

Summary

This class action lawsuit alleges that Google LLC, Alphabet Inc., and YouTube LLC violated federal antitrust laws by engaging in anticompetitive conduct to acquire and maintain monopoly power in the markets for open-web display ad exchanges and ad servers, resulting in publishers being overcharged for Google's AdX ad auction platform services. The case is pending in the U.S. District Court for the Southern District of New York, Case No. 1:21-cv-7034 (PKC). The Court has certified the case to proceed as a class action; no settlement has been reached and no trial date has been set.

Announcements

- **Class Certified (December 12, 2025):** The Court issued an order on December 12, 2025 certifying the AdX Publisher Class, allowing the case to proceed as a class action on behalf of eligible publishers.
- **Collateral Estoppel Order Issued:** Based on the liability verdict in *United States v. Google LLC*, 778 F. Supp. 3d 797 (E.D. Va. 2025), the Court has precluded Google from relitigating key findings of anticompetitive conduct — including unlawful tying of DoubleClick for Publishers and AdX, First Look, Last Look, Dynamic Revenue Share, and Unified Pricing Rules — which significantly strengthens the class's position.
- **Opt-Out Deadline Approaching — April 13, 2026:** Class members who wish to exclude themselves from the class must submit a written exclusion request received by the Notice Administrator no later than April 13, 2026. Missing this deadline means you remain bound by the Court's orders.
- **No Settlement Yet — No Claims to File Now:** There is currently no settlement and no claim form available. No money is available at this time. FRS clients should monitor for future settlement announcements.

Settlement Amount

Not yet available. No settlement has been reached. The case is in active litigation following class certification. There is no money available now and no guarantee there ever will be. Per-claimant estimates are not yet determinable.

Class Period

December 15, 2016 through March 31, 2024.

Filing Deadline

No claim filing deadline has been set — no settlement exists and no claim form is currently available. The only active deadline is the **opt-out (exclusion) deadline of April 13, 2026** for class members who wish to exclude themselves from the class. FRS clients who wish to remain in the class and preserve their right to share in any future recovery should *do nothing* at this stage.

Who Qualifies

The AdX Publisher Class includes:

- All **persons or entities in the United States** (and its territories) that **directly paid Google** — through fees paid directly to Google or through reductions in advertising revenue received directly from Google — for services associated with **selling advertising impressions on websites via Google's AdX Ad Exchange ("AdX Sales")**.
- Qualifying transactions must have occurred between **December 15, 2016 and March 31, 2024**.
- Claims are limited to **display advertising impressions**. Instream video ad sales are explicitly excluded from the class definition.
- Google's AdX is now marketed as **Google Ad Manager (GAM)**; publishers who used GAM in an AdX capacity during the class period may qualify.

Note: AdSense purchasers are referenced in the complaint but the Court has **not** certified an AdSense class. This case and website do not cover AdSense claims, and no damages are sought for AdSense purchases under this class.

Who Is Excluded

- Any person or entity that timely and validly submits a written opt-out (exclusion) request by the April 13, 2026 deadline.
- Purchasers of AdSense services (no AdSense class has been certified).
- Entities involved in instream video ad sales (excluded from the class definition).
- Standard class action exclusions (defendants, their affiliates, judicial officers, etc.) are presumed to apply per court order, though not explicitly enumerated on the settlement website pages reviewed.

How to File

No claim form is available at this time. The case has not reached a settlement. FRS should monitor this case for a future settlement and claim filing opportunity. In the meantime, the following actions apply:

- **To remain in the class (recommended for most FRS clients):** Do nothing. Class members who take no action will remain in the class and be entitled to share in any future recovery from a trial verdict or settlement.
- **To opt out of the class:** If a client wishes to pursue independent litigation against Google, they must send a written exclusion request to the Notice Administrator *received no later than April 13, 2026*. The request must include:
  - Full name
  - Address
  - Telephone number
  - Email address
  - Google Publisher ID (GFP ID)
  - Email address associated with the Google ad services account or GAM account
  - Signature
- **Send opt-out requests to:**
  - In re Google Digital Publisher Antitrust Litigation
    c/o Kroll Settlement Administration LLC
    P.O. Box 225391
    New York, NY 10150-5391
- Copies of the opt-out request must also be sent to all three Co-Lead Class Counsel firms (see contact information in the Defendants/Counsel section below).

Defendants

The named defendants are:

- **Google LLC**
- **Alphabet Inc.**
- **YouTube LLC**

Collectively referred to as "Google" or "Defendants." The plaintiffs allege that Google engaged in a scheme of anticompetitive conduct to acquire and maintain monopoly power in the global markets for open-web display ad exchanges and ad servers. Specifically, the alleged conduct includes:

- Unlawful tying of DoubleClick for Publishers (DFP) and AdX, forcing publishers to use Google's ad server to access its ad exchange.
- **First Look** and **Last Look** auction manipulation practices that gave AdX preferential bidding advantages over rival ad exchanges.
- **Dynamic Revenue Share (DRS)** — adjusting Google's take rate to ensure AdX won auctions.
- **Unified Pricing Rules (UPR)** — preventing publishers from setting different price floors for different exchanges, reducing competitive pressure on AdX.

These practices are alleged to have enabled Google to charge supracompetitive fees to publishers for AdX auction platform services. Google denies all allegations and denies that any class member was harmed.

Key note: In the related government case, *United States v. Google LLC*, 778 F. Supp. 3d 797 (E.D. Va. 2025), a federal judge already found that Google violated antitrust law in acquiring and maintaining monopoly power in the ad server and ad exchange markets. The Court in this case has applied collateral estoppel, preventing Google from relitigating those core findings here.

Co-Lead Class Counsel

- **Boies Schiller Flexner LLP** — David Boies and Philip Korologos, 55 Hudson Yards, Floor 20, New York, NY 10001; Tel: (212) 446-2300; dboies@bsfllp.com; pkorologos@bsfllp.com
- **Korein Tillery LLC** — George Zelcs and Carol O'Keefe, 505 North 7th Street, Suite 3600, St. Louis, MO 63101; Tel: (314) 241-4844; gzelcs@koreintillery.com; cokeefe@koreintillery.com
- **Berger Montague PC** — Eric L. Cramer, 1818 Market Street, Suite 3600, Philadelphia, PA 19103; Tel: (215) 875-3000; ecramer@bergermontague.com

Class Representatives

- **Genius Media Group, Inc.** (now known as MediaLab AI, Inc.) ("Genius")
- **The Nation Company, LLC** ("The Nation")

Notice Administrator

Kroll Settlement Administration LLC
Phone: (833) 319-5880
Mail: In re Google Digital Publisher Antitrust Litigation, c/o Kroll Settlement Administration LLC, P.O. Box 225391, New York, NY 10150-5391

Case History

- **2021:** Lawsuit filed; Case No. 1:21-cv-7034 assigned in the Southern District of New York.
- **MDL Transfer:** Case transferred to Judge P. Kevin Castel (S.D.N.Y.) as part of multidistrict litigation (MDL) proceedings. Transfer Order available on the case Documents page.
- **September 29, 2025:** Second Amended Class Action Complaint filed by AdX Publisher Class Plaintiffs.

- **2025 (E.D. Va.):** In the parallel government case, *United States v. Google LLC*, a federal judge ruled that Google violated antitrust law in the ad server and ad exchange markets — 778 F. Supp. 3d 797 (E.D. Va. 2025). This decision does not award damages to private parties.
- **December 12, 2025:** Court issued the Class Certification and Daubert Order, certifying the AdX Publisher Class to proceed as a class action.
- **December 12, 2025 (or shortly thereafter):** Court issued Collateral Estoppel Opinion and Order, precluding Google from relitigating key liability findings from the E.D. Va. decision.
- **2026:** Court issued Order Approving Notice of Class Certification; class notice disseminated via Kroll Settlement Administration.
- **April 13, 2026:** Deadline for class members to submit written opt-out requests.
- **No trial date set** as of the date of this article.

Source

- Main Page: Settlement website home page (In re Google Digital Publisher Antitrust Litigation — Publisher Class)
- Documents Page: Settlement website documents listing
- FAQ Page: Settlement website frequently asked questions

Note: The specific URL of the settlement website was not provided in the source content. The site is administered by Kroll Settlement Administration LLC and is the only court-authorized website for this action.

Last Updated

2026-09-03

Reviewer Flags

- **First draft** — no prior version exists in the knowledge base for this case.
- **Main Page** provided: case overview, class definition, class period (Dec. 15, 2016 – Mar. 31, 2024), opt-out deadline (Apr. 13, 2026), class representatives, defendants, administrator contact information, and legal options summary.
- **Documents Page** provided: names and descriptions of key case documents (Second Amended Complaint, Collateral Estoppel Opinion, Class Certification and Daubert Order, Order Approving Notice, Long Form Notice). No document content was available — only titles and file sizes.
- **FAQ Page** provided: detailed background on allegations, collateral estoppel ruling from E.D. Va. case, class certification date (December 12, 2025), opt-out instructions, Class Counsel contact information, and AdSense exclusion clarification.
- **Potential contradiction / flag:** The FAQ page (Q.14) appears to be cut off mid-sentence ("If the claims against Google are not resolved by a settlement or otherwise, Class Coun—"). No trial date or further procedural timeline was captured from that section. Reviewer should check the full FAQ page to determine if any additional deadlines or procedural steps were listed.
- **No settlement URL provided:** The source content did not include a direct URL for the settlement website. FRS staff should obtain and add the URL from Kroll Settlement Administration. The site is the only court-authorized website per the notice.
- **No claim form exists yet:** This is a class certification notice only — not a settlement notice. FRS clients should not attempt to file claims at this stage. Priority action is monitoring for a future settlement announcement and ensuring clients do not inadvertently opt out before April 13, 2026.
- **AdSense exclusion:** The complaint references AdSense purchasers, but the Court has not certified an AdSense class. This is explicitly noted in the FAQ (Q.2). FRS should not pursue AdSense-based claims under this case.

- **Collateral estoppel ruling** is a significant case development — it substantially limits Google's ability to defend on key liability issues. This was sourced from the FAQ page (Q.4) and is reflected in the Announcements and Case History sections.