

**Responses to Questions for the Record**  
**U.S. Senate Committee on the Judiciary**  
**Subcommittee on Competition Policy, Antitrust, and Consumer Rights**  
**“Antitrust Applied: Examining Competition in App Stores”**  
**April 21, 2021**

**Wilson White**  
**Senior Director Public Policy & Government Relations, Google, Inc.**

**Written Questions submitted by Sen. Klobuchar to Wilson White**

**Question 1. Please provide detailed information about revenues, costs, and margins for each of the last three fiscal years for your app store. If precise figures are not available, provide estimates. If ordinary business course financial statements with data about the profitability of your app store exist, please provide copies of those.**

We publicly report our financial results for Google Play as part of the Google Services segment of our business. Google Services includes products and services such as ads, Android, Chrome, hardware, Google Maps, Google Play, Search, and YouTube. Google Services generates revenues primarily from advertising; sales of apps and in-app purchases, digital content products, and hardware; and fees received for subscription-based products such as YouTube Premium and YouTube TV. Our quarterly and yearly consolidated operating income numbers for all our business units — including Google Play as part of Google Services — are detailed in our public filings, available at <https://abc.xyz/investor/>.

These filings include information on various factors impacting Google Services revenues, which consist of revenues generated from advertising, as well as revenues from other sources (including Google Play and the other products and services included in Google Services). For example, our most recent Form 10-Q filing (available at [https://abc.xyz/investor/static/pdf/20220726\\_alphabet\\_10Q.pdf?cache=de538c8](https://abc.xyz/investor/static/pdf/20220726_alphabet_10Q.pdf?cache=de538c8)) notes that the decrease in Google Services revenue from other sources was primarily driven by a decrease in Google Play revenues, partially offset by growth in YouTube non-advertising revenues. As the filing indicates, the decrease in Google Play revenues was primarily driven by fee structure changes announced in 2021 and a decrease in buyer spending.

**Written Questions submitted by Sen. Kennedy to Wilson White**

**Question 1. Recent studies have argued that ad delivery on the Facebook platform can be skewed by gender or race due to hidden algorithmic optimization by the platforms, even when not requested by the advertisers. Are your algorithms using age, gender, race or other prohibited characteristics to deliver employment, housing, or credit ads based on ad relevance, even when an advertiser does not desire those characteristics to be used?**

No. As part of a collaboration with the U.S. Department of Housing and Urban Development in 2020, we launched a new policy to prohibit housing, employment, and credit advertisers from targeting ads based on age, gender, family status, or ZIP Code, in addition to our longstanding policies prohibiting targeting based on sensitive categories like race. More information on this collaboration is available at [https://www.hud.gov/press/press\\_releases\\_media\\_advisories/hud\\_no\\_20\\_079](https://www.hud.gov/press/press_releases_media_advisories/hud_no_20_079), and our policy at <https://support.google.com/adspolicy/answer/9917652?hl=en>.