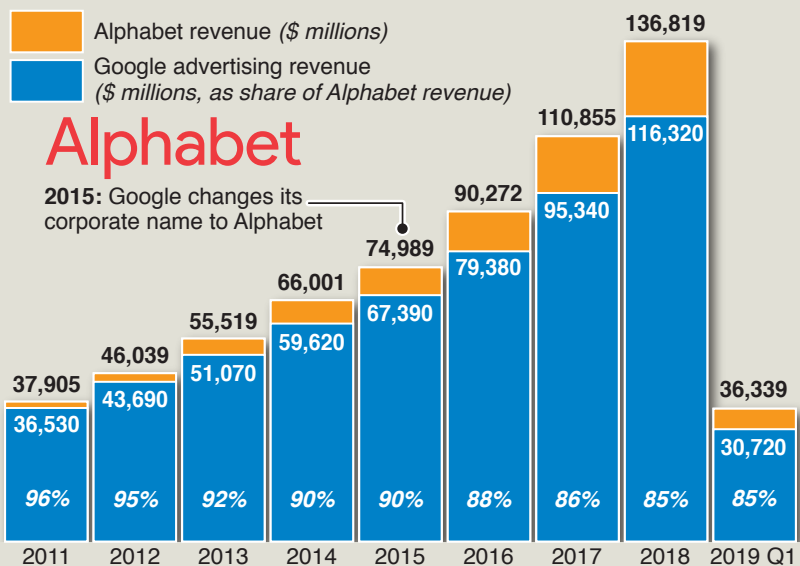


Riddle of Alphabet's ad revenue

Alphabet reported decelerating advertising revenue for Google in the first quarter of 2019, sending its stock plunging 7.5% and shaving more than \$67 billion from its market capitalisation to \$833.5 billion



Headcount: Alphabet has seen employee numbers climb to **103,460**, up more than **4,000** in year

YouTube: Alphabet blamed fall in clicks on ads based on videos watched on YouTube after company removed millions of **harmful-content** and **fake news** videos



Apple: Since 2017, Apple's **Intelligent Tracking Prevention** has restricted ability for advertisers and site owners to track users across domains. ITP cut ad sales by around 50%