

Alphabet's advertising growth surge

Google parent Alphabet reported that its quarterly profit rocketed over 40 percent to \$15.2 billion at the end of 2020, buoyed by heavy digital advertising spending during the holiday shopping quarter

Alphabet

Revenue

\$56.89bn

+23% on Q4 2019

Revenue

(less traffic acquisition costs*)

\$46.43bn

+24%



Segment revenues

Google Services

\$52.87bn

+22%

Includes
ad revenue of
\$46.2bn



YouTube

YouTube

Part of Google
Services ad revenue

\$6.89bn

+46%

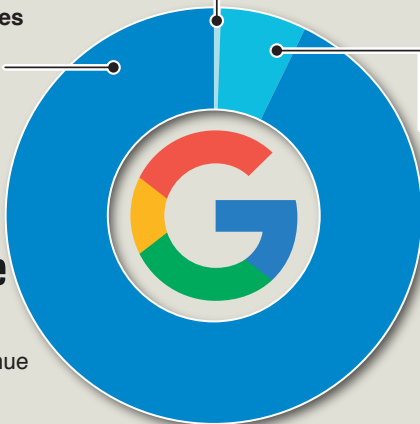


◀ **Dec 2019:** Google chief **Sundar Pichai** is named Chief Executive of parent company Alphabet

Net income

\$15.2bn

+42%



Other Bets[†]

\$192m

+11.6%

Operating loss
(**-\$1.14bn**)

Other (**-\$2m**)

Google Cloud

\$3.831bn

+46.7%

Operating loss
(**-\$1.2bn**)

**TAC payments to affiliates that direct business traffic to their websites*

[†]Include Verily, Waymo and other Alphabet businesses