

Google ad boom boosts Alphabet profits

Google parent Alphabet reported its most profitable ever quarter between January and March 2021, driven by strong demand for online advertising, home gaming, and YouTube video content

Alphabet

Revenue
\$55.31bn
+34.4% from Q1 2020

Net profit
\$17.93bn
+162%



◀ **Sundar Pichai:** Chief Executive of Alphabet.
"People have turned to Google Search and many online services to stay informed, connected and entertained"

Google Services
\$51.18bn
+34.0%



Google Services

Made up of Search, Network, Google other, and YouTube

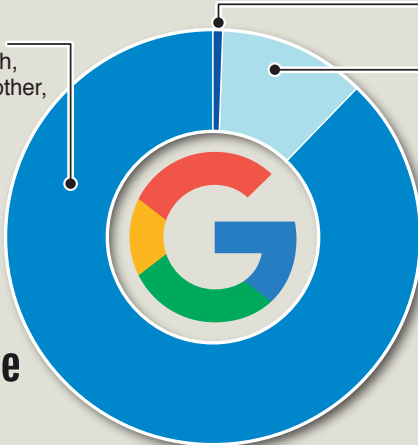
Google Search
\$31.88bn

Google Network
\$6.80bn

Google other
\$6.49bn



YouTube
\$6.01bn



Other Bets*
\$198m

+46.7%
Operating loss
(-\$1.15bn)

Google Cloud
\$4.05bn

+45.7%
Operating loss
(-\$974m)

Other (losses)
(-\$109m)

**Includes Verily life sciences, Waymo driverless cars and other Alphabet businesses*