

That was great, thank you for the experience.

One note - I managed to mix up my billions slightly. We will spend \$16 billion not \$18 bn this year on advertising.

The rest of the data remains accurate in terms of estimates and shortfalls but you may want to alert the senators to that one error. It still produces a massive shortfall between what FB and G claim they receive and what they actually get. But my numbers were a few 000 million off because of the 16/ 18 slip up.

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Associate Professor