

Where's Google™ making its money?

\$32.2 billion
in total advertising revenue

SPOILER ALERT: ADVERTISING!

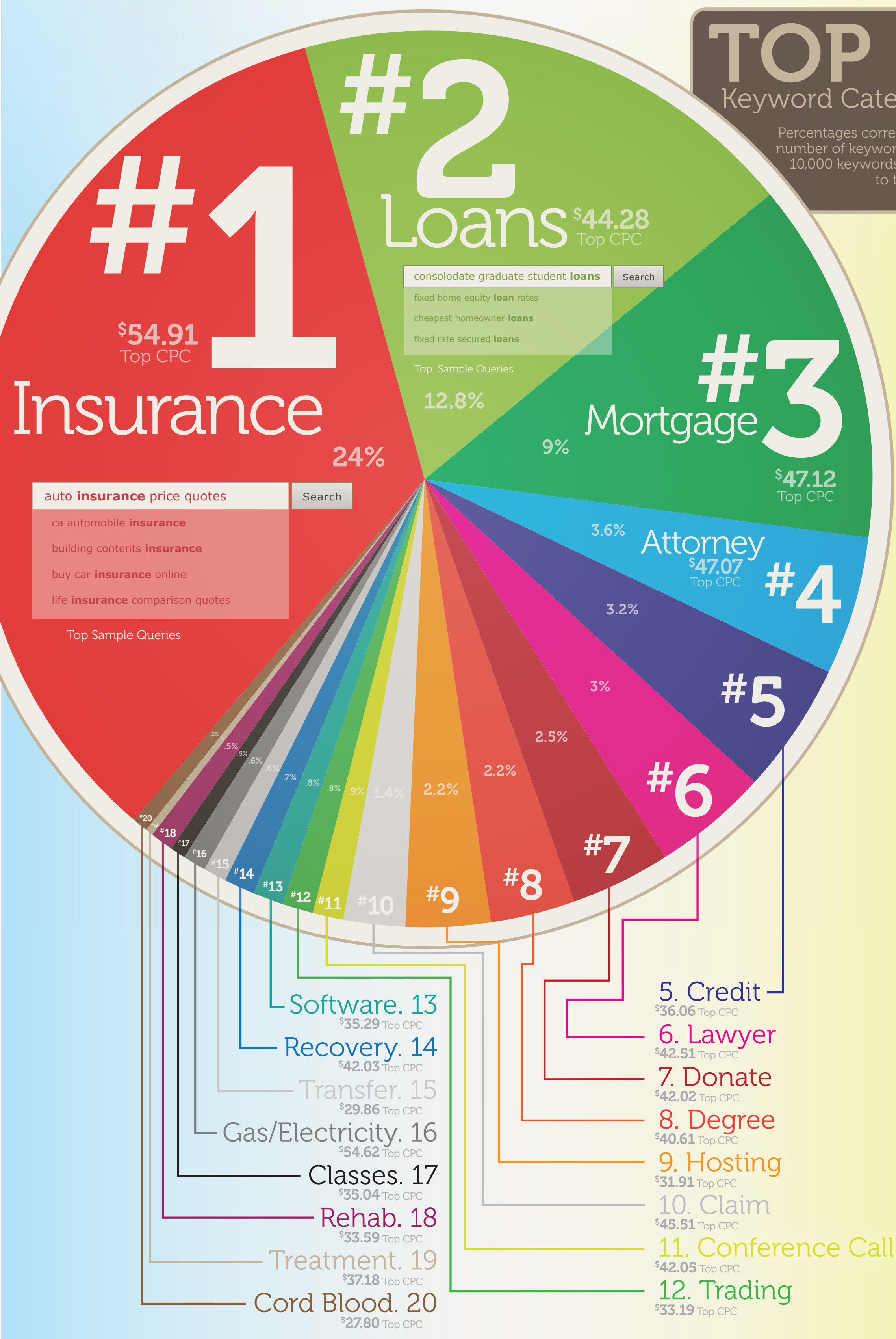
\$33.3 billion
in total revenue in Q3 2010 - Q2 2011

of Google's Revenue
97%
is from advertising

Top 20 Most Expensive Keywords in Google™ AdWords Advertising

TOP 20
Keyword Categories

Percentages correspond to the number of keywords in the top 10,000 keywords that belong to that category.



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