
MARKET FACTS!

MARKET FACT #40

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71%

**of Google's entire revenue in 2020
came from Advertising**

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COMMENT: Why is that important? Because this shows that Google's main business is still Advertising. The business side of things must be monitored carefully when it comes to The Market, and truths must be exposed, so entrepreneurs and business owners can know what is actually generating money in practice. After all these years, the ads on Google Search and on Google Youtube (and maybe the ads on Gmail) is what is feeding the company, which **feeds a bit more than 156,500 full-time employees**. That's not that many employees by the way. Furthermore, the level of market dominance by Google-owned platforms is just so Google can provide ads on its own infrastructure (!). All that content on Youtube and on Google, is just for that. To provide Ads.

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