

High court rejects Google's appeal in class action lawsuit

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The Supreme Court won't hear an appeal from Google over a class action lawsuit filed by advertisers who claim the internet company displayed their ads on "low quality" web sites.

The justices on Monday let stand a lower court ruling that said the lawsuit representing hundreds of thousands of advertisers using Google's AdWords program could go forward.

Google argued that a [federal appeals court](#) in San Francisco should not have approved the class action because damages must be calculated individually for each company advertiser. The appeals court rejected that argument and approved use of a formula that would calculate harm based on the average advertiser's experience.

Google runs what is by far the world's largest digital ad network. It generated \$67 billion in revenue last year.

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