

On 30 November 2010, the Commission decided to initiate antitrust proceedings in cases COMP/C-3/39.740, COMP/C-3/39.775 & COMP/C-3/39.768 within the meaning of Article 11(6) of Council Regulation No 1/2003 and Article 2(1) of Commission Regulation No 773/2004.

The proceedings were opened with a view to adopting a decision in application of Chapter III of Council Regulation No 1/2003 and concern the unfavourable treatment by Google Inc. (Google) of competing vertical search service providers in Google's unpaid and sponsored search results coupled with an alleged preferential placement of Google's own services. The Commission will also investigate the alleged imposition of exclusivity obligations by Google on its advertising and distribution partners and suspected restrictions on advertisers as to the portability of campaign data to competing online advertising platforms. These practices may constitute an infringement of Article 102 of the Treaty on the Functioning of the European Union and Article 54 of the EEA Agreement.

The initiation of proceedings does not imply that the Commission has proof of any infringements. It only signifies that the Commission is dealing with the case as a matter of priority.