

On 22/06/2021, the European Commission initiated formal antitrust proceedings against Google and Alphabet for a suspected breach of EU rules (Articles 101 and/or 102 of the Treaty on the Functioning of the European Union and Articles 53 and/or 54 of the Agreement on the European Economic Area). The initiation of proceedings is based on Article 11(6) of the Antitrust Regulation (Council Regulation No 1/2003) and Article 2(1) of its implementing Regulation (Commission Regulation No 773/2004).

The Commission intends to investigate whether Google has violated EU competition rules by favouring, through a broad range of practices, its own online display advertising technology services in the so called “ad tech” supply chain, to the detriment of competing providers of advertising technology services, advertisers and online publishers.

The initiation of proceedings does not signify that the Commission has made a definitive finding of an infringement but merely signifies that the Commission will deal with the case as a matter of priority.