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COMP/M. 4731 – **GOOGLE INC/DOUBLECLICK**

## **SECTION 1.2**

### **Description of the concentration**

On September 21, 2007, the Commission received a notification of a proposed concentration pursuant to Article 4 of the EC Merger Regulation, by which Google Inc. (“Google”) will acquire sole control over DoubleClick Inc. (“DoubleClick”).

The business activities of the undertakings concerned are as follows:

- For Google: provision of online advertising space, and provision of Internet-based applications for searching, organizing and sharing information.
- For DoubleClick: supplying to advertisers, advertising agencies, and website publishers technology solutions for the delivery, management and reporting of display ads.

The Parties’ activities do not overlap, as they are engaged in different aspects of Internet advertising.