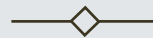




OVERVIEW OF THE
ANTITRUST LAWSUIT



Hazel Bet Hill



what is the google antitrust lawsuit



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- U.S. Department of Justice (DOJ) and several state attorneys general filed an antitrust lawsuit against Google.
- Accusing it of maintaining an illegal monopoly in online search and search advertising
- The lawsuit focuses on Google's dominance over the search engine market and its practices that allegedly restrict competition.





why was the google antitrust lawsuit filed



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- Focuses on Google's agreements with companies like Apple to be the default search engine on devices.
- DOJ argued these deals created high barriers for other search engines and prevents innovation

◆ AI Overview

- (Chapter 5)
- Segmentation & Positions
- Companies search for diverse audience



current state of the google antitrust lawsuit



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U.S. District Judge Amit Mehta Ruling

- Ruled against Google in October 2024
- Found that Google's actions stifled competition in the search market
- Google violated antitrust laws by exclusive agreements to maintain its market dominance
- Google found guilty of monopolistic practices in the search market.

Google plans to appeal





current state of the google antitrust lawsuit



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Next Steps

- Now remedies for what Google has been found guilty of must come to light.
- Changing deals with device manufactures.
- Potential “structural remedies” like restricting Google’s ability to be a default search engine.

◆ AI Overview

- This correlates with (Chapter 9)
- Advertising Management Practices
- The ruling could change how ads are managed and bought



what are potential implications of the google antitrust lawsuit



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Impact on the Advertising World

- Competitive ad market could reduce prices, making digital advertising more accessible for small businesses.
- Google may need to share ad tech with competition.

Impact on Consumers/Searchers

- More search engine (SE) = more diversity in search results
- Competing SE's could introduce new privacy-focused features.

Impact on Google Structure

- End Google dominance in digital ad market industry.

◆ AI Overview

- This correlates with (Chapter 2)
- Brand Equity
- Google may need to pay more attentions to build trust
- Competition has Google's foundation of trust to compete with

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Question #1

How might increased competition in the search engine market change the landscape of digital advertising for smaller businesses?

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Question #2

Do you believe that limiting Google's default search engine deals will significantly benefit consumers, or are other factors more important to ensuring fair competition?

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Question #3

What challenges could arise from implementing structural changes like breaking up Google's ad business?

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