

**Call for papers:** "Tecnologia e innovazione: nuovi modi per fare cose note?" - Università Giustino Fortunato

**Title of paper:** "Google it". As Google's Ads Dominance is Causing Harm to Users and Competitors

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**Abstract:**

Through the analysis of some conducts adopted by *Google* on the online advertising platform *Google Ads*, the paper would provide insights on some commercial practices opted for by the giant of *web marketing* with the purpose to deepen the future legal and market challenges.

In particular, the study aims to analyse Google's conducts and if the giant of the *Search Engineering Marketing* has created an unlawfully monopolies through anticompetitive and exclusionary practices in search advertising markets.

In this contest, it is important to point out that the US Justice Department recently sues Google for violating antitrust laws as well as the Italian *Autorità Garante per la Concorrenza e per il Mercato* has still opened an investigation with regard to the Google conducts.

According to the US Justice Department "Google monetizes this search monopoly in the markets for search advertising and general search text advertising, both of which Google has also monopolized for many years. [...] Google's anticompetitive practices are especially pernicious because they deny rivals scale to compete effectively. General search services, search advertising, and general search text advertising require complex algorithms that are constantly learning which organic results and ads best respond to user queries; the volume, variety, and velocity of data accelerates the automated learning of search and search advertising algorithms". In practice, according to the US Justice Department, Google cripples the competitive process, reduces consumer choice, and stifles innovation.

In this contest, Google taking advantages of this “monopolist” system has imposed standard contracts to the billions of advertisers. These agreements allow to the giant of the Search Engineering Marketing also to change the economic agreement during the lifetime of the contract.

Therefore, the study starts by the analysis of Google’s market share compared to the other competitors like *Yahoo*, etc., then the article will focus on some practices adopted by Google as well as the damages that these practices have caused to the many “loyal” advertisers.

Finally, the paper has the aim to contribute to the debate and find remedies for advertisers and countries.