



EUROPEAN COMMISSION
DIRECTORATE-GENERAL FOR COMPETITION

Markets and cases II: Information Technology, Communication and Media
The Director

Brussels, 30.09.2025
COMP.C3/SR/BA/CRF

Dear Petitioner,

On 5 September 2025, the Commission adopted a decision finding that Google breached EU competition rules by distorting competition in the advertising intermediation industry (“Adtech”). This reaffirms the Commission’s commitment to ensuring that competition on the merits, based on fair terms and conditions, prevails on digital markets.

Google's abusive behaviour had a negative impact on all European citizens in their day-to-day use of the web. The Commission indeed recognises that digital advertising is the backbone of the online economy, funding much of the online free content and services we rely on today. As you rightly note in your letter, this includes news publishers, which rely on advertising revenue to provide objective and independent journalism, fulfilling a crucial role for the functioning of our democratic society.

The decision orders Google to pay a fine of EUR 2.95 billion. The decision also orders Google to stop its illegal practices and to put an end to its inherent conflict of interests in the Adtech industry. Google must propose remedies within 60 days.

The Commission will assess Google’s proposals and, if they fall short, it will not hesitate to impose an appropriate remedy. As explained by Executive Vice-President Ribera in her [Statement of 5 September 2025](#), at this stage, it appears that the only way for Google to end its conflict of interest effectively is with a structural remedy, such as selling some part of its Adtech business. This seems both necessary and proportionate to effectively stop the infringement.

Please rest assured that we will continue to apply our rules firmly and fairly, without fear or favour, in relation to all companies operating in Europe. Our founding Treaties, our laws and our core values are not up for debate.

I hope this information is helpful for you, and I thank you for writing to the Commission about this important topic.

Yours sincerely,

Carlota Reyners Fontana