

Announcement of the Final Decision Regarding the Investigation About Google Reklamcılık ve Pazarlama Ltd. Şti., Google International LLC, Google LLC, Google Ireland Limited and Alphabet Inc. According to Article 49 of the Act no 4054 on the Protection of Competition

As a result of the investigation whether Google violated article 6 of the Act no 4054 by abusing its dominant position in general search services market and complicated the activities of its competitors in online shopping market, considering all the evidence, information and documents collected, the report prepared, written defense and the explanations made during the oral hearing, the Competition Board took the decision numbered 20-10/119-69 in the meeting dated 13.02.2020. It was decided

1. UNANIMOUSLY that the economic entity consisted of Google Reklamcılık ve Pazarlama Ltd. Şti., Google International LLC, Google LLC, Google Ireland Limited ve Alphabet Inc. (Google) is dominant in the market for general search services and the market for online comparison shopping services,
2. UNANIMOUSLY that Google violated article 6 of the Act no 4054 by means of complicating its competitors' activities through placing them at disadvantages and distorting competition in comparison shopping services market,
3. UNANIMOUSLY that according to third paragraph of Article 16 of the Act no 4054 and Article 5(1)(b), 5(2), 5(3)(b) and 7(1) of the Regulation on Fines to Apply in cases of Agreements, Concerted Practices and Decisions Limiting Competition, and Abuse of Dominant Position, depending on the annual gross revenues which generated at the end of the fiscal year 2019 and which is determined by the Board,
 - Google Reklamcılık ve Pazarlama Ltd. Şti., Google International LLC, Google LLC, Google Ireland Limited and Alphabet Inc. shall be imposed 98.354.027,39 TL administrative fines
4. UNANIMOUSLY that to terminate the infringement and to ensure competition in the market, Google shall be imposed the following obligations:
 - a.
 - To provide conditions in general search results page so that competing comparison shopping services shall not be less advantageous than its relevant services,
 - To remove clicking feature of the title belonging to Shopping Unit also in other channels in a way to be compatible with the mobile channel,
 - To resolve uncertainty about the title and labeling of Shopping Unit regarding the fact that the area is advertisement,

- To terminate positioning Shopping Unit primarily in case brands or website names of competitors obviously offering comparison shopping services are shown together with the product name in searches through Google.

The obligations should be fulfilled and documented to the Competition Authority within 90 days as of the notification of the reasoned decision.

- b. To submit a report once a year periodically to the Authority for five years starting from the date when the first compatibility measure is applied.

Judicial review for the decision before Ankara Administrative Courts shall be possible within 60 days as of the notification of the reasoned decision.