Ref. Ares(2019)2982872 - 28/06/2019

From: DRZEWOSKA Agnieszka (CAB-BIENKOWSKA)
Sent: 27 June 2017 21:39
To: CAB BIENKOWSKA ARCHIVES
Cc: [redacted] (CAB-BIENKOWSKA); [redacted] (CAB-BIENKOWSKA)
Subject: FW: Decision on Google Shopping
Attachments: Letter to Bienkowska.pdf; Blogpost.pdf

For registration please

From: [redacted] [mailto: [redacted] @google.com]
Sent: Tuesday, June 27, 2017 8:39 PM
To: BIENKOWSKA Elzbieta (CAB-BIENKOWSKA)
Cc: HUSAK Tomasz (CAB-BIENKOWSKA); DRZEWOSKA Agnieszka (CAB-BIENKOWSKA); [redacted]
Subject: Decision on Google Shopping

Dear Commissioner Bienkowska,

I am writing in connection with today's European Commission decision in the Google Shopping case. Considering the great interest this issue has generated, and given the various discussions we have had with you and your teams over the years, I want to share our views on this case. These are summarized in our online blogpost, which is also attached to this letter.

First of of all, I want to highlight that -- while we are disappointed with the decision -- we will continue to engage constructively with the European Commission, and DG Competition in particular, on this matter as we have over the past seven years. We strongly believe that our innovations in online shopping have been good for European users, retailers, and competition. We have presented detailed evidence to that point -- which you can find summarized below -- and believe the facts support our case:

- **Online shopping in Europe is highly competitive.** Competition in the shopping space has intensified, not decreased, in recent years with Amazon, eBay and other websites competing directly with Google. For instance, over 50% of shopping queries start with Amazon, which offers price comparison, plus the ability to purchase products directly.
- **Online preferences of consumers are changing rapidly too.** They reach merchant websites in many different ways: via general search engines, specialist search services, merchant platforms, social media sites, and online ads served by various companies. In addition, on the mobile web -- and more than half of Europe's Internet traffic is mobile -- dedicated apps are the most common way for consumers to shop.
- **Google Shopping has evolved to better serve our users and advertisers:** We build our services for the millions of people who want to find information, products, and services online, quickly and easily. We've

always shown ads in response to relevant searches. While some comparison shopping sites naturally want Google to show them more prominently, our data show that people usually prefer links that take them directly to the products they want, not to websites where they have to repeat their searches. We think our current shopping results are useful and are a much-improved version of the text-only ads we showed a decade ago.

- **Our improved ads are not the reason why some comparison websites have not done as well as others:** There is no meaningful correlation between the evolution of our product ads and the performance of various price comparison sites. Some comparison sites are doing very well. And as Amazon has grown, it's natural that some comparison services have proven less popular than others.

We remain committed as ever to Europe and to helping realize the potential of the Digital Single Market. We will continue to work closely with the European Commission, European governments, and stakeholders across the Union to ensure our services work and benefit European consumers, small businesses and the wider European economy and society. I am at your disposal for further discussions with you or your team members, whenever you might be available.

Kind regards,

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| Head of Global Policy,
Google | @google.com |

Electronically signed on 30/04/2019 14:32 (UTC+02) in accordance with article 4.2 (Validity of electronic documents) of Commission Decision 2004/563