Ref. Ares(2019)[redacted]251 - 05/09/2019

Digital Single Market – Google

Scene setter

Google groups a variety of services on the Internet (its search engine "Google Search", Google Books, Google News, YouTube and Google Play, its online media store for apps on music, films, magazines, books and games).

Google will not discuss the on-going Google case in this meeting. Following the launch of an investigation in November 2010, DG COMP identified four types of practices which could amount to an abuse of dominant position by Google (favourable treatment of its own vertical search services, using third party websites content, exclusivity clauses in Google's agreements with on-line partners and possible foreclosure of competitors in on-line advertising campaigns).

[redacted]

Objective(s)

The meeting with Google should offer a good opportunity to find out in more concrete terms what could be Google's suggestions to improve the functioning of the Digital Single Market.

Line to take

- I would like to thank Google for having expressed its interest and support in making the Digital economy take off in Europe over the past years.
- The Commission wants to make the Digital Single Market work better. To this end, we will come up with a package of proposals in May. I am part of the Commissioner's project Team on the Digital Single Market led by VP Ansip, which has started to work under the following streams:
    - Building trust and confidence,
    - Removing restrictions
    - Ensuring access and connectivity
    - Building the digital economy

- Promoting e-society

- Making the Digital Single Market work better goes at pair with a much broader reform to improve the functioning of the Single Market. We will in particular look at ways to reduce regulatory fragmentation in the Single Market.

- I would welcome your thoughts on what you think should be the top 5 areas in which you think the Commission should act to achieve the Digital Single Market.

Background

VP Ansip 6 pillars:

- **Build Trust and Confidence**: Everybody should be in a position to have trust in online activities and be able to access services easily and with confidence cross-border. Consumer should feel and experience a level of safety in online activities and transactions comparable to what prevails in the physical world.

- **Remove restrictions**: Consumers should not be discriminated against in their online activities on bases of nationality, residence or localization. Remove all unjustified restrictions of transfer of - or access to – goods and services (digital content) online.

- **Ensure Access and Connectivity**: Promote market integration, competition and investment to give households access to reasonable/high speeds and bandwidth across the EU. Achieve a true single telecom market in the EU with a view to boosting sector investment and performance prevents the development of national silos.

- **Build the Digital Economy**: Providers should be supported, not hindered, when offering goods and services across the DSM to customers. Industry renewal should be ensured, including with simplified and user-friendly tax compliance procedures. Increased efforts are needed to improve the educational infrastructure to build the human capital, which underpins the DSM.

- **Promote e-society**: Citizens and businesses should benefit from e-government, e-modernisation, e-solutions and e-services that are interlinked across EU, and have the skills to operate in an e-society. Also public administration should embrace digital to provide better services to citizens and companies, reduce administrative burden and enable interoperability and cross-border cooperation. Fundamental rights should also retain the same protection and enforceability online.

- **Strengthen Digital Innovation & Research**: Invest in world-class ICT research and innovation to boost growth and jobs. Fully exploit new opportunities brought by ICT for societies.

[redacted]