

Google Faces Antitrust Battle in the US

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Context: The U.S. Department of Justice (DoJ) and several states are pushing for measures to curb Google's alleged monopolistic practices, including a possible sale of its Chrome browser.

Key Background:

- **Monopolistic Practices:** Google is accused of using anti-competitive tactics to dominate search, advertising, and app distribution markets.
 - **Landmark Ruling:** In August 2024, Judge Amit Mehta declared Google a monopolist under the Sherman Act, prompting calls for significant corrective actions.
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Proposed Remedies:

1. **Divestments:** Google may have to sell Chrome and Android to prevent exclusion of rivals.
 2. **Ban on Exclusive Deals:** Restrictions on agreements and acquisitions that stifle competition.
 3. **Data Sharing:** Google must share ad and user data with competitors for 10 years.
 4. **Prohibitions:** Google may be barred from owning search-related assets like browsers or query-based AI.
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Google's Response:

Alphabet, Google's parent company, called the proposals extreme, arguing they would harm consumers, stifle innovation, and weaken U.S. tech leadership.

Potential Impact:

If enforced, the measures could disrupt Google's \$300 billion business, reshape the search market, and lead to prolonged legal battles.

Trial proceedings are set for April, with outcomes that may redefine Big Tech regulation in the U.S.