C/2026/4985

25.9.2026

Summary of Commission Decision

of 23 July 2026

relating to a decision pursuant to Articles 29(1), point (a), 30(1), point (a), and 31(1), point (h), of Regulation (EU) 2022/1925

(Case DMA.100193 – Alphabet – Online Search Engine – Google Search – Article 6(5))

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(Only the English text is authentic)

(C/2026/4985)

On 23 July 2026, the Commission adopted a decision pursuant to Articles 29(1), point (a), 30(1), point (a), and 31(1), point (h), of Regulation (EU) 2022/1925 of the European Parliament and of the Council [1]. In accordance with the provisions of Article 44 of Regulation (EU) 2022/1925, the Commission herewith publishes the names of the parties and the main content of the decision, having regard to the legitimate interest of undertakings in the protection of their business secrets.

1. INTRODUCTION

(1) The non-compliance decision (the 'Decision') sets out the Commission's findings that Alphabet does not comply with Article 6(5) of Regulation (EU) 2022/1925 in relation to its online search engine ('OSE') core platform service ('CPS') Google Search. Alphabet treats its own services more favourably in ranking than similar services of third parties. The Decision refers to the following list of Alphabet's services: Alphabet's comparison-shopping services, its flights intermediation service, trains intermediation service, lodging intermediation service, places intermediation service, Google Maps, Alphabet's translation service, its sports information service and its gaming service.

(2) As a result, the Decision orders Alphabet to bring the non-compliance to an end within 60 days from the notification of the Decision, imposes on Alphabet a fine, as well as potential periodic penalty payments if Alphabet fails to comply with the cease-and-desist order set out in the Decision.

2. LEGAL FRAMEWORK

(3) Pursuant to Article 6(5) of Regulation (EU) 2022/1925, a gatekeeper shall not treat more favourably, in ranking and related indexing and crawling, services and products offered by the gatekeeper itself than similar services or products of a third party. The gatekeeper shall apply transparent, fair and non-discriminatory conditions to such ranking.

(4) Article 2, point (22), of Regulation (EU) 2022/1925 defines 'ranking' as '(…) the relevance given to search results by online search engines, as presented, organised or communicated by the undertakings providing (…) online search engines, irrespective of the technological means used for such presentation, organisation or communication and irrespective of whether only one result is presented or communicated'.

(5) Article 2, point (6), of Regulation (EU) 2022/1925 defines OSEs by reference to Article 2, point (5), of Regulation (EU) 2019/1150 of the European Parliament and of the Council [2] as 'a digital service that allows users to input queries in order to perform searches of, in principle, all websites, or all websites in a particular language, on the basis of a query on any subject in the form of a keyword, voice request, phrase or other input, and returns results in any format in which information related to the requested content can be found'.

[1] Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act) (OJ L 265, 12.10.2022, p. 1, ELI: http://data.europa.eu/eli/reg/2022/1925/oj).

[2] Regulation (EU) 2019/1150 of the European Parliament and of the Council of 20 June 2019 on promoting fairness and transparency for business users of online intermediation services (OJ L 186, 11.7.2019, p. 57, ELI: http://data.europa.eu/eli/reg/2019/1150/oj).

(6) So, Alphabet does not comply with Article 6(5) of Regulation (EU) 2022/1925 in cases where: (i) Alphabet offers a service that is distinct or additional to Google Search, and which is ranked by that OSE; (ii) third parties offer similar services to Alphabet's distinct or additional service and such third parties' services are also ranked by the OSE; and (iii) Alphabet treats its own distinct or additional service more favourably in ranking than those similar services offered by third parties.

3. **THE COMMISSION'S ASSESSMENT**

(7) The Commission finds that Google Search in the EU does not comply with Article 6(5) of Regulation (EU) 2022/1925. In the Commission's view, Google Search's search engine results page ('SERP') ranks a range of Alphabet's own services that constitute distinct services to Google Search and that are ranked more favourably than similar services of third parties.

(8) First, this applies to Google Maps. Google Maps is designated as an online intermediation service under Regulation (EU) 2022/1925 and therefore constitutes a distinct service to Google Search. Similar services of third parties (i.e., other mapping services) are also ranked on the SERP. However, as the directions button and the address button are reserved exclusively for Google Maps, similar third-party services are ranked less favourably.

(9) Second, other units displayed in response to transactional queries (namely, the product ads unit, the products unit, the airlines unit, the trains unit, the lodging unit and the places unit) constitute distinct services, as well. In the first place, these units serve a purpose that goes beyond general search. The standardised display of competing offers with commercial details such as prices, ratings and reviews enables users to compare offers directly on the SERP. In each case, Google Search additionally shows so-called query shortcut chips below the search bar, by which users can refine their query. When it comes to travel-related queries, the flights unit, the trains unit and the lodging unit come with chips that allow users to pick the travel dates and the number of guests from a dropdown menu. In the second place, these units are not assembled by performing searches of, in principle, all websites. Instead, they are open only to a limited set of websites that, for example, provide Alphabet with data feeds. In each of these categories, the SERP ranks also similar services of third parties. This includes price comparison tools, meta-search engines and booking platforms offered by third-parties. Unlike these, Alphabet's own services are displayed in rich format on top of the organic results, i.e., they are ranked more favourably.

(10) Third, the units displayed in response to content-related queries (the translation unit, the sports unit and the games unit) constitute distinct services from Google Search. They serve a different purpose from an OSE and they are not assembled by performing searches of, in principle, all websites. The translation unit, including its translation-related functionalities, resembles an online translation service or dictionary which relies on Alphabet's own technologies and licensed data. The sports unit provides a wealth of licensed information on sport teams, fixtures, and league standings. The games unit enables users to play games coded by Alphabet directly on the SERP. For each of these services, there are similar services of third parties that are ranked on the SERP, namely, online translation services, sports information services and games websites. Contrary to these services, Alphabet's own services are displayed prominently on top of the SERP and are therefore ranked more favourably.

4. **CEASE-AND-DESIST ORDER**

(11) In light of the above, the Commission orders Alphabet, pursuant to Article 29(5) of Regulation (EU) 2022/1925, to bring the non-compliance effectively to an end within 60 calendar days from the date of the notification of the Decision.

(12) To do so, Alphabet should ensure equal treatment between, on the one hand, its own distinct or additional services ranked on Google Search, and on the other, similar services offered by third parties that are also ranked on Google Search.

(13) It is for Alphabet to identify and implement the measures to ensure compliance with Article 6(5) of Regulation (EU) 2022/1925. One end of the range of possibilities to do so is that Alphabet can extend the prominence it gives to its own distinct or additional services equally to similar services offered by third parties. On the other end, Alphabet may remove all prominence it affords its own distinct or additional services.

(14) In addition to terminating the non-compliance, Alphabet should implement measures that prevent the recurrence of non-compliance.

5. **FINES AND PERIODIC PENALTY PAYMENTS**

(15) In light of the above, the Decision imposes a fine of EUR 460 000 000 on Alphabet pursuant to Article 30(1) of Regulation (EU) 2022/1925. The imposed fine does not exceed the maximum allowed of 10 % of Alphabet's worldwide turnover, pursuant to Article 30(1) of Regulation (EU) 2022/1925.

(16) The Decision also indicates that if Alphabet fails to comply with the cease-and-desist order, Alphabet shall incur periodic penalty payments not exceeding the limit stipulated in Article 31(1) of Regulation (EU) 2022/1925.

6. **CONCLUSION**

(17) For the reasons set out above, the Decision finds that the ranking on Google Search does not comply with Article 6(5) of Regulation (EU) 2022/1925. For this reason, the Decision imposes a fine on Alphabet. The Decision also imposes a cease-and-desist order on Alphabet to bring the infringement to an end within 60 calendar days from the date of the notification of the Decision and sets out that Alphabet shall incur periodic penalty payments within the limits of Article 31(1) of Regulation (EU) 2022/1925 if it fails to comply with the Decision.