



United States & Co-Plaintiff States v. Google LLC

Mark Israel

Ex. No.

PXRD021

1:20-cv-03010-APM

1:20-cv-03715-APM



August 5, 2024 Opinion

- ▶ “Importantly, the court also finds that Google has exercised its monopoly power by charging supracompetitive prices for general search text ads. That conduct has allowed Google to earn monopoly profits.”
– Mem. Op. at 4

- ▶ “And, as will be discussed, Google in fact has profitably raised prices substantially above the competitive level.”
– Mem. Op. at 190-91

- ▶ “Google’s text ads product has degraded in two ways: (1) advertisers receive less information in search query reports (SQRs) and (2) they no longer can opt out of keyword matching.”
– Mem. Op. at 263