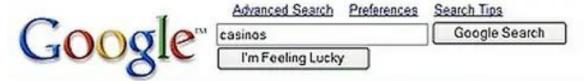


Google: Cracked or Just Chipped?

John M. Yun
Antonin Scalia Law School

George Mason University

1999: The OG Blue Links



Searched the web for casinos:

Results 1 - 10 of about 4,700,000. Search took 0.06 seconds.

Virtual Casino with natural odds! Stud & video poker, craps and more! www.romancasino.com

One of the web's finest casinos, featuring 12 3D games.

Online Casino - Best Casino of Year 2000 - Click Here

www.worldwidevegas.com Featuring blackjack, slots, roulette and caribbean stud

Sponsored Link

Sponsored Link

Category: Games > Gambling > Online > Directories > Casinos

Internet Casinos

... INTERNET CASINOS INC. ESTABLISHED 1995, 1,888,522,6625. Play the machine to win some \$\$\$\$\$ GREEN \$\$\$\$\$ www.casino.org/ - 14k - Cached - Similar pages

Station Casinos Entertainment

... NAJEE Boulder Station. Questions and Answers For Current Fiesta Employees. Legal information, @ 2000 Station Casinos, Contact.

Description: Includes Palace Station, Boulder Station, Texas Station, Sunset Station. Category:

Games > Gambling > Casinos > By Location > United States > Nevada > Las Vegas www.stationcasinos.com/ - 22k - Cached - Similar pages - Stock guotes: STN

AMERISTAR CASINOS

Click here if you have Flash on your machine Get Flash.

Click here for HTML version of the site.

Description: Owns and operates casino/hotels and a cruise riverboat casino. (Nasdag: ASCA)

Category: Business > Major Companies > Publicly Traded > A

www.ameristars.com/ - 3k - Cached - Similar pages - Stock guotes: ASCA

Sponsored Links

TOP 40 CASINOS!

1000 - Casings ranked by quality -With Over \$500 in FREE CHIPS!!! www.casinoranking.com Inderest:

\$1000 FREE CASINO CHIPS

PLAY FREE-WIN 610 WIN \$100,000 CASINOS WITH BEST ODOS www.casinoprophet.com Interest:

FREE 19% EXTRA, feb 14-25

Join NOW - ZANTANA CASINO Use Bonus code 2093 - Win Real CaSh www.zantana.com Interest:

See your message here...

2001: Vertical Search for Images



Web Images Groups Directory

Google Search : Advanced Image Search Help

The most comprehensive image search on the web.

Advertise with Us - Add Google to Your Site - Jobs, Press, Cool Stuff, ...

©2001 Google - Searching 250,000,000 images

2002: Shopping



2005: Google Maps



Search Maps Hudson Say WA ND MT Find a business: SD OR WY NE MA NH CO KS DE NJ OK NM. Get directions: TX Atlantic Ocean Gutt of Mexico PR Pacific @2006 G888A Map data ©2005 NAVTEQ™, TeleAtlas

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Help Send Feedback

Example searches

Go to a location:

kansas city	Search
10 market st, san francis	Search

hotels near lax	Search
pizza	Search

ifk to 350 5th, new york,	Search
seattle to 98109	Search

Drag the map with your mouse, or double-click to center. Take a tour »

2007: Universal Search



New York University College of Dentistry

NYU Names Dr. Charles Bertolami Dean of Nation's Largest Dental School ... NYU College of Dentistry - 345 E. 24th Street, New York, NY 10010 - Phone: ... www.nyu.edu/dental/ - 18k - 15 May 2007 - Cached - Similar pages - Note this

2024: Al Overview



history of copenhagen















Wikipedia

https://en.wikipedia.org > wiki > History_of_Copenhagen

History of Copenhagen

The **history of Copenhagen** dates back to the first settlement at the site in the 11th century. From the middle of the 12th century it grew in importance.



Al Overview



Copenhagen began as a Viking fishing village before Bishop Absalon fortified it in 1167, and its status as a city was granted in 1254. It became the capital in the 15th century, fueled by wealth from hering fishing, and was significantly developed by King Christian IV in the 17th century. Throughout its history, the city has faced challenges like attacks from the Hanseatic League and bombardments, but it continued to grow as a major trading and regional center, eventually becoming the

Early history and founding

capital it is today.

• Viking origins: Copenhagen started as a humble Viking fishing village in the 10th

Show more V

History of Copenhagen :







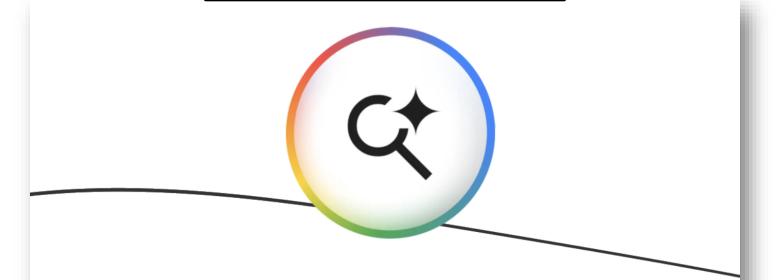


The history of Copenhagen dates back to the first settlement at the site in the 11th century. From the middle of the 12th century it grew in importance after coming into the possession of Bishop Absalon, and the city was fortified with a stone wall during the 13th century.

Source: Wikipedia

History of Copenhagen >

2025: Al Mode



Meet Al Mode

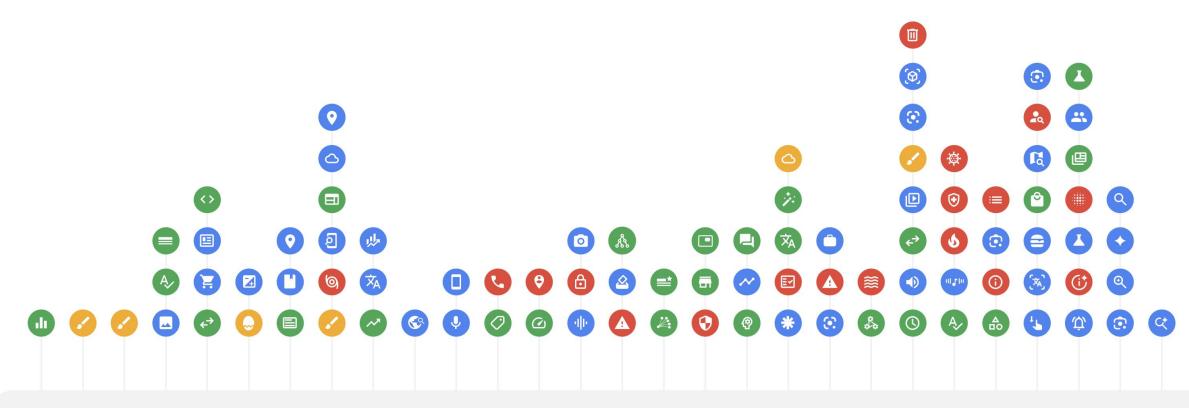
A new way to search whatever's on your mind. Al Mode in Search gives you Al-powered responses, where you can ask follow-up questions and explore more on the web.

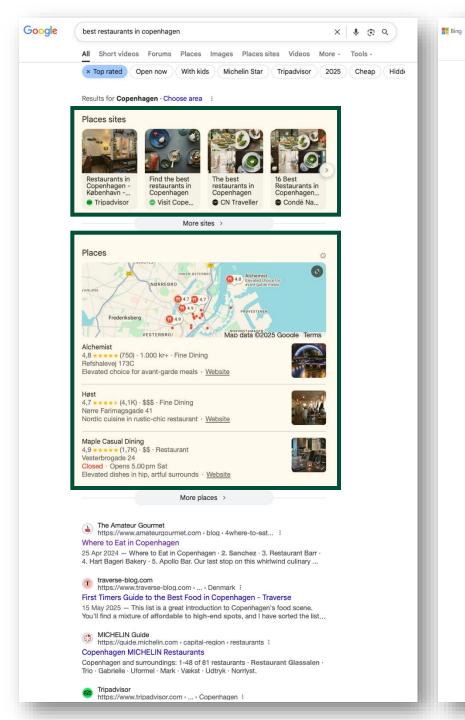
Al Mode uses advanced reasoning, thinking and multimodal capabilities from Gemini to help with even your toughest questions.

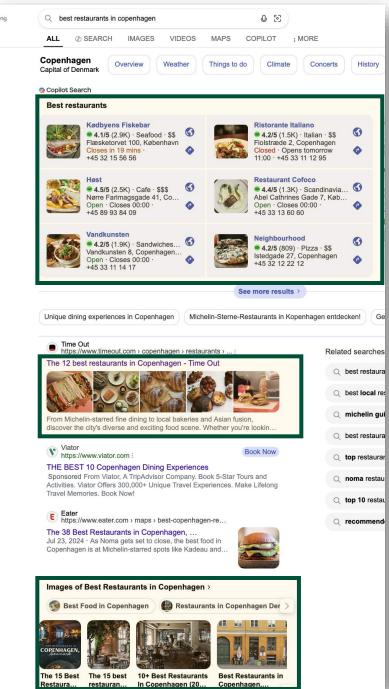
○ All Filters ▼

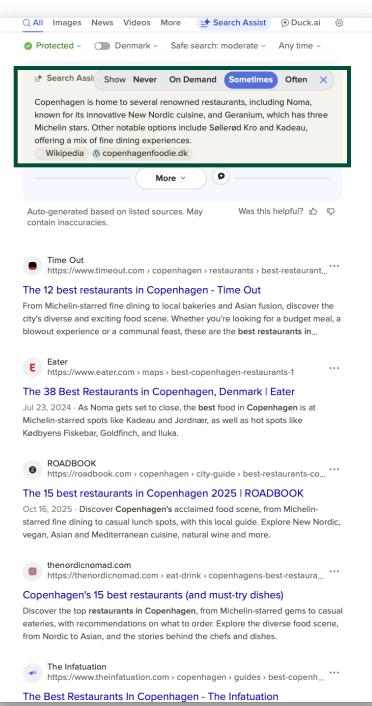
Search Through Time

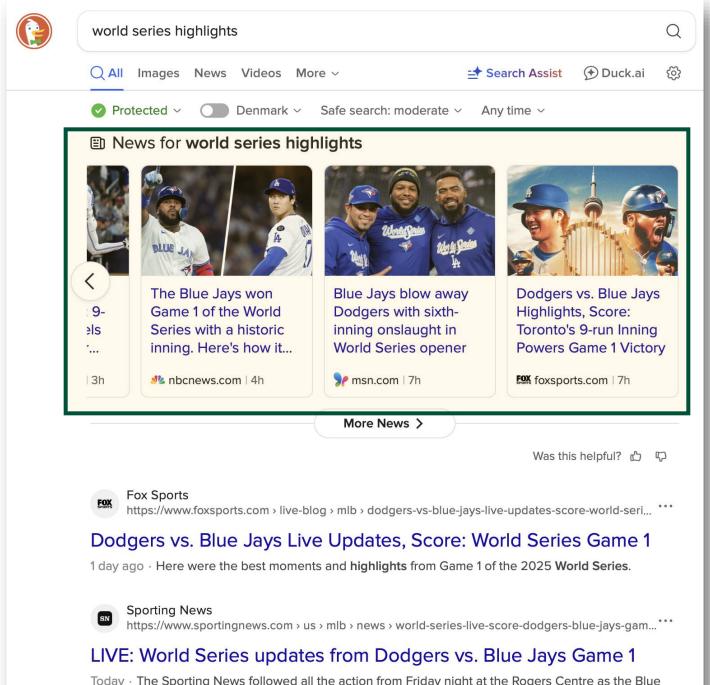












Today \cdot The Sporting News followed all the action from Friday night at the Rogers Centre as the Blue Jays took a 1-0 lead in the **World Series**. Check out all the **highlights** below.

2010: FTC Commences an Investigation



- Primary focus on whether Google's selfpreferencing via Universal Search is exclusionary.
- Powered by various complainants including those who offered "specialized" or "vertical" search results.
- Was Google illegally tying "horizontal" and "vertical" search results to exclude vertical search competitors, e.g., shopping comparison sites?

2013: FTC Closes the Investigation

- FTC Press Release, Jan. 3, 2013: "The FTC conducted an extensive investigation into allegations that Google had manipulated its search algorithms to harm vertical websites and unfairly promote its own competing vertical properties, a practice commonly known as 'search bias."
- "In particular, the FTC evaluated Google's introduction of 'Universal Search' – to determine whether Google used that product to reduce or eliminate a nascent competitive threat."

FTC's Conclusion

- "Documents, testimony and quantitative evidence the Commission examined are largely consistent with the conclusion that Google likely benefited consumers by prominently displaying its vertical content on its search results page."
- Further, the "introduction of Universal Search, as well as additional changes made to Google's search algorithms – even those that may have had the effect of harming individual competitors – could be plausibly justified as innovations that improved Google's product and the experience of its users."

Was the FTC Wrong in 2013 on Self-Preferencing?

- To date, not a single U.S. case has successfully been brought on self-preferencing and search bias.
- Most jurisdictions accept that universal search, in of itself, is not harmful to competition.
- Google still has the power to "control" the traffic of many websites through promotion or demotion.
- This power is something that authorities should be mindful of when it comes to reactions to competitive threats.

Scandal!



- Leaked memos!
- Staff and management memos were "accidently" released to the public.
- Did the economists run wild and force the commission and the lawyers to abandon the case?!

What did the economists actually say?

- Did the economist say that radio/television are in the same ad market as Google ads? No. The memo reviewed the economic literature and found that some scholarship indicated substitution between offline and online ad spending.
- Did the economists ignore the mobile market? No. In 2010, when some of the empirical analysis was conducted, mobile queries were 11% of Google searches and 2% of ad revenues. The memo even stated mobile is "rapidly growing."
- Did the economists say that mobile entry would be successful, and there would be competitors to challenge Android and Apple? No. The memo noted that Microsoft (Windows Phone), Mozilla, and Amazon (Fire Phone) planned on entering the mobile market based on the available evidence (and they did enter).

U.S. v. Google (2024)



- U.S. district court rules Google violated **Section 2** (monopolization) of the **Sherman Act**.
- Specifically, "Google's <u>distribution agreements</u> are **exclusive** and have anticompetitive effects."
- What's different than from 2013?
- Not on self-preferencing.
- On distribution agreements.

On Google Search Itself...

- Court found that Google has the highest quality search engine on the market.
- Google's search share on Windows is 80% even though Google is not the default on any search access point on Microsoft PCs.





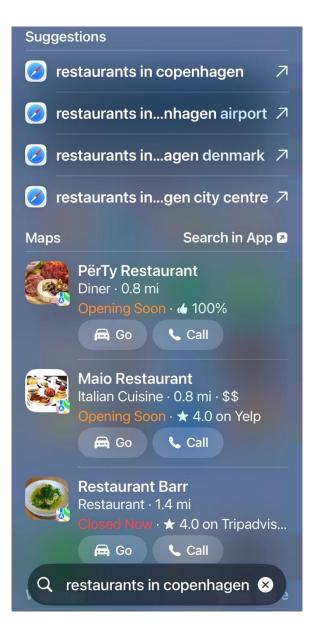
- "Roughly **50% of all general search queries** in the United States flow through a **search access point** covered by one of the challenged **contracts**."
- Focused on the power of defaults.
- Yet, the judge cites testimony that iPhone users were "able to switch back with relatively little effort" to Google from Bing.

In the Spotlight: the Apple Agreement



- Safari is the source of 80% of Google's queries on Apple devices.
- Google pays Apple even for Chrome queries, even though it is not preloaded. [?!]
- In 2022, Google paid Apple approximately **\$20 billion**.
- The restrictions on expanding the Suggestions feature is notable (although, no restrictions on expanding Siri or Spotlight).
- There is also the Right of First Refusal if Apple ever gets into advertising.
- Bottom-line: It's a 22-year-old agreement (with modifications along the way). The problem isn't the default position per se, but (a) the size of the payment and (b) the restrictions on entry.





Sept. 2025 Remedy Decision



- Ban on exclusive defaults.
- Cannot tie Android/Play Store licensing or revenue share to promoting Google search.
- Limited data sharing
- No divestitures (e.g., Chrome, Android)
- No ban on distribution agreements & payments
- No choice screen requirements

Bottom-Line



- Google is probably the most scrutinized and investigated company in the history of antitrust.
- No successful self-preferencing case in the U.S.
- Anticompetitive harm has been focused on two areas:

 (1) search distribution agreements and (2) AdTech
 "Google first" features.
- Challenge has always been that Google's business model is not the same as oil & gas and other "conventional markets."