

OnFabric's response to the CMA's proposed decision report: SMS investigation into Google's general search and search advertising services

Submission date: 22 Jul 2025

OnFabric welcomes the CMA's proposal to designate Google as having Strategic Market Status in respect of general search services.

That Alphabet is designated as a gatekeeper with Google Search being a core platform service under the EU's Digital Markets Act further supports the CMA's proposal.

The measures proposed by the CMA, particularly those surrounding data portability, provide a robust basis for continued access to Google's Data Portability APIs in the UK.

The UK has been at the forefront of digital innovation with initiatives like Open Banking which increased digital market competition and contributed to significant consumer value creation.

The CMA's Google SMS proposal has the potential to have even greater impact, given the scale of the search market.