

CMA SMS Investigation into Google General Search

Samsung Response to proposed decision

Samsung is grateful to have this opportunity to comment on the proposed decision and roadmap published on 24 June for the Google Search SMS investigation.

- (1) We understand that the proposed decision and roadmap in relation to the separate SMS investigations into the Google and Apple mobile ecosystems (Mobile Ecosystem SMS investigation) will be published in late July, after the consultation period on the Google Search roadmap has concluded.
- (2) Our overall view of the Google Search proposals will depend in part on the wider context in which they sit. This will include the Mobile Ecosystem Investigation proposals and roadmap, given the interrelationship between Google Search and Google's other services, including Google Chrome.

Proposed Decision

- (3) We have no particular comment on the proposed decision to designate Google Search as having strategic market status. This decision was widely predicted, due to the strategic significance and scale of Google Search in the UK. The impact of the CMA's decisions will be felt most keenly in the choice of interventions which it seeks to impose.