

NOTICE UNDER SECTION 14(2) OF THE DIGITAL MARKETS, COMPETITION AND CONSUMERS ACT 2024 (THE ACT)

The Competition and Markets Authority (**CMA**) hereby gives notice as required by section 14(2) of the Act that, having carried out an initial strategic market status (**SMS**) investigation as required by section 2(4) of the Act (the **SMS Investigation**), it has decided to designate the undertaking known as Google as having SMS in respect of general search services pursuant to section 2(1) of the Act (the **SMS Designation**).

This notice (the **SMS Decision Notice**) sets out the matters in respect of the SMS Designation required by section 15(3) of the Act.

Description of the designated undertaking

1. The undertaking subject to the SMS Designation, known as Google, includes:
 - a. Alphabet Inc., a public listed company incorporated in Delaware, United States of America under registered number 5786925, with its registered office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States of America;
 - b. Google LLC, a private limited company incorporated in Delaware, United States of America under registered number 3582691, with its registered office at 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States of America;
 - c. Google Ireland Limited, a private limited company incorporated in the Republic of Ireland under registered number 368047, with its registered office at Gordon House, 4 Barrow Street, Dublin, D04 E5W5, Ireland;
 - d. Google UK Limited, a private limited company incorporated in the United Kingdom under registered number 03977902, with its registered office at 1 St. Giles High Street, London, WC2H 8AG, United Kingdom; and
 - e. Google Commerce Limited, a limited liability company incorporated in the Republic of Ireland under registered number 512080, with its registered office at Gordon House, 4 Barrow Street, Dublin, D04 E5W5, Ireland.

Description of the digital activity with respect to which the SMS Designation has effect

2. The SMS Designation has effect with respect to Google's provision of:

A service that searches the world wide web, and can draw on other sources, to return information on any subject (**general search**);

and

A service that enables advertising to users of general search (**search advertising**) together, **general search services**.

3. Each of general search and search advertising is a digital activity within the meaning of section 3(1)(a) of the Act. Further, they may be treated as a single digital activity (general search services) within the meaning of section 3(3)(b) of the Act, as they can be carried out in combination with each other to fulfil the specific purpose of providing a general search and search advertising platform.

Reasons for the CMA's decision to designate Google as having SMS in respect of general search services

4. The reasons for the CMA's decisions under section 14(1) of the Act are set out in its Final Decision, a non-confidential version of which is published on the case page for the SMS Investigation.

The period for which the SMS Designation has effect

5. In accordance with section 18(1) of the Act, the SMS Designation has effect for five years beginning with the day after the day on which this notice is given.
6. The SMS Designation will therefore begin on 11 October 2025 and have effect until 10 October 2030 (the **Designation Period**), subject to the provisions in the Act for extension of the Designation Period and revocation of the SMS Designation before the end of the Designation Period.

Circumstances in which the Designation Period may be extended or the SMS Designation revoked before the end of the Designation Period

7. Under section 10(1) of the Act, the CMA may begin a further SMS investigation in relation to the SMS Designation at any point during the Designation Period.

Under section 10(2) of the Act, the CMA must begin a further SMS investigation in relation to the SMS Designation not later than nine months before the end of the Designation Period, if it is not already carrying one out at that time under section 10(1) of the Act.

8. Under section 10(3) of the Act, a further SMS investigation is an investigation into whether: (a) to revoke the SMS Designation or to designate Google again in respect of general search services, and (b) to make provision under section 17 of the Act (relating to transitional, transitory or saving provisions in respect of existing obligations). In accordance with section 10(4) of the Act, a further SMS investigation may also include an investigation into whether to designate Google in respect of a digital activity that the CMA considers to be similar or connected to general search services (whether instead of, or in addition to, general search services).
9. Section 104(7) of the Act provides that where the CMA is carrying out a further SMS investigation and extends the SMS investigation period under section 104(1) or 104(3) (for special reasons or non-compliance with investigatory powers) such that it would otherwise continue after the end of the Designation Period, the Designation Period will be extended accordingly.

Revised SMS decision notice

10. In accordance with section 15(4) of the Act, the CMA may give Google one or more revised versions of this notice if it changes its view of (a) the undertaking; or (b) the digital activity, provided that the undertaking or digital activity, as the case may be, remains substantially the same.
11. The giving of a revised version of this notice would not affect the day on which the Designation Period begins, or anything done under Part 1 of the Act in relation to the Google undertaking.

Publication of this notice

12. As soon as reasonably practicable after giving Google this notice or any revised version of this notice, the CMA will, in accordance with sections 14(5) or 15(6) of the Act (as relevant), publish the notice on its website.

Competition and Markets Authority

10 October 2025

Annex

Google products within and outside the scope of the SMS Designation as of the date of the SMS Decision Notice

This Annex sets out which of the existing products offered by Google are within the scope of the SMS Designation at the point of issuing the SMS Decision Notice. The CMA may update this Annex during the Designation Period.¹

1. As of the date of the SMS Decision Notice, the following Google products are within the scope of the SMS Designation:
 - a. Google Search:
 - i. however it is accessed; and
 - ii. all information it returns through its underlying infrastructure, including on its search engine results page (SERP). For example:
 1. generative AI features such as AI Overviews and AI Mode;
 2. other features presented on the SERP such as specialised search units, videos and maps, and the 'Top Stories' carousel;
 3. the 'News' tab; and
 4. Google Discover;
 - b. Programmable Search Engine (ProSE) and Web Search Syndication (WSS) when configured to provide general search;
 - c. AdSense for Search when used in conjunction with ProSE or WSS to provide advertising to users of general search; and
 - d. Google Ads and SA360 when they provide search advertising.
2. As of the date of the SMS Decision Notice, the following Google products are outside the scope of the SMS Designation:

¹ Although it would not necessarily do so in every case, the CMA would carry out a public consultation before deciding whether to update this Annex so as to include Google's Gemini AI assistant within the scope of the SMS Designation.

- a. Google's standalone specialised search services;
- b. ProSE and WSS when not configured to provide general search;
- c. Google News;
- d. Gemini AI assistant; and
- e. Google's advertising products when they do not provide search advertising.
For example:
 - i. Google Ad Manager which provides display advertising;
 - ii. Google Ads and SA360 when they provide display advertising; and
 - iii. AdSense for Search when not used in conjunction with ProSE or WSS to provide advertising to users of general search.