

Google has a lot of experience with Choice Screen (and how to make them inefficient for users to switch). The CMA has learned from other implementations (DMA etc.) to avoid most of the mistakes.

I think that the core remaining problem of Choice Screen remains that they are shown at a time where the user simply does not have the right information to make an informed choice or the user is trying to achieve something and are presented with a difficult choice.

I would strongly recommend modifying the “once a year” requirement to do it on one specific day of the year for everyone (“choice day”) to allow

- (1) public investment in informational campaigns as well as
- (2) media reviews and recommendations prior to “choice day” and
- (3) marketing campaign by potential alternatives to Google

Google should also be reasonably restricted during the weeks before (in Europe, shortly before the launch of the iOS version that forced a choice screen, Google booked all advertising on TikTok on iPhone with a “choose Chrome” campaign).