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Fine on Google

Why in news?

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The European Commission found that **Google abused its dominance** in the Internet search market to give itself an unfair advantage via comparison shopping services and slapped \$2.7 billion fine.

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What happened?

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- Google's comparison shopping service disadvantaged competitors by **placing them lower in its search results.**

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- It systematically gave Google's own services higher placement and greater visibility, leading to more clicks.

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- The fine is unlikely to pose financial problems for Google. So, the Commission has said, that it would leave it to Google to remedy the situation.

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How important is the verdict?

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- The ruling could guide future decisions on complaints around Google favouring its own products and services via its search engine.

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- The old idea that **market power cannot be used to stymie competition**, a result of which is a lowering of consumer choice and welfare, is good even when the market is new and changing rapidly.

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- The White House refrained from getting involved after the EU fined Google.
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- While technology is constantly changing, valuing choice, competition and consumer welfare never gets outdated or obsolete.
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Source: The Hindu

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