

## Fine on Google

### Why in news?

\n\n

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.

\n\n

### What happened?

\n\n

\n

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

\n

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

\n

- 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.

\n

\n\n

### How important is the verdict?

\n\n

\n

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

\n

- 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.

\n

- The White House refrained from getting involved after the EU fined Google.

\n

- While technology is constantly changing, valuing choice, competition and

consumer welfare never gets outdated or obsolete.

\n

\n\n

\n\n

**Source: The Hindu**

\n

