

**Question for written answer E-004665/2025/rev.1
to the Commission**

Rule 144

**Gaetano Pedulla' (The Left), Giuseppe Antoci (The Left), Mario Furore (The Left),
Dario Tamburrano (The Left)**

Subject: Introduction of AI Overviews and discrimination by Google against European publishers – systemic risk to media pluralism

On 13 November 2025, the Commission opened an investigation into Google for possible violations of the Digital Markets Act (DMA) by allegedly downgrading editorial content in search results.

The Italian Federation of Newspaper Publishers (FIEG) – supported by the European Magazine Media Association (EMMA) and the European Newspaper Publishers' Association (ENPA) – alleges that Google's recent changes to its algorithms and its introduction of AI Overviews reduce the visibility of and traffic to news sites, which could also be in breach of the Digital Services Act (DSA).

As for compliance with the DMA, AI Overviews concentrates traffic on the platform, increases zero-click searches¹ and reduces access to original sources². This dynamic entrenches the gatekeeper's dominant position and compromises media freedom and pluralism.

In view of this:

1. What urgent action does the Commission intend to take – including provisional measures and the possible consideration of structural sanctions – to put an end to practices that harm the visibility and sustainability of publishers?
2. How does it intend to ensure effective monitoring of compliance with the DMA and DSA, and what tools will it provide to publishers to report abuses?
3. Does the Commission consider the DSA's transparency rules and the DMA's non-discrimination rules to be sufficient to address the impact of AI Overviews, and does it intend to launch an independent technical assessment to measure their effects on online traffic?

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¹ From 56% to 69% between May 2024 and May 2025, according to Similarweb.

² From 15% to 8%, according to the Pew Research Centre.