

EN

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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(28.8.2025)

The objective of the Digital Markets Act (DMA)¹ is to restore openness and fairness in the digital sector across the EU where gatekeepers are present, including for small and medium-sized enterprises (SMEs). Article 6(5) DMA pursues this objective by prohibiting gatekeepers from treating more favourably, in ranking and related indexing and crawling, their own services and products. This should allow better visibility for smaller providers offering searches in specialised areas as well as to smaller suppliers of goods and services.

In this respect, the Commission opened an investigation into Alphabet's compliance with Article 6(5) DMA in relation to Google Search. On 19 March 2025, the Commission informed Alphabet of its preliminary view that certain features and functionalities of Google Search treat Alphabet's own services more favourably than rival services. The Commission has not endorsed the measures currently implemented by Alphabet to comply with Article 6(5) DMA.

When assessing a gatekeeper's compliance with Article 6(5) DMA, the Commission is cognizant of the impact of any compliance measures on users of the gatekeeper's service, such as SMEs and consumers. To this end, the Commission held several meetings with impacted suppliers, including hotels, airlines and restaurants, as well as their industry associations and the European Consumer Organisation (BEUC). In addition, the Commission organised multiple workshops to collect feedback on Alphabet's proposed compliance measures. The Commission is currently assessing Alphabet's compliance measures.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R1925>.