

(English version)

**Question for written answer E-003332/25
to the Commission
Yvan Verougstraete (Renew)
(29 August 2025)**

Subject: Coordination between European and national authorities in cases involving DSP abuses and patent disputes in the adtech sector

Proxistore, an advertising technology (or adtech) company holding geolocation patents across more than 30 countries, has been engaged in ongoing legal disputes with Google since 2018. The disputes concern patent infringements and abusive practices in digital advertising markets.

While the Commission continues its investigation into abuses involving demand-side platforms (DSPs) since 2021, Proxistore requests a clear delineation of responsibilities between the Commission and national authorities.

1. How does the Commission intend to coordinate its DSP-related investigation with national competition authorities, such as the Belgian Competition Authority, which is handling Proxistore's separate complaints regarding patent infringements and service cut-offs by Google?
2. What mechanisms are in place to ensure that companies like Proxistore receive adequate protection and fair compensation when their cases involve overlapping but distinct legal issues addressed at both EU and national levels?
3. How can the Commission facilitate cooperation between EU and national authorities to avoid duplication of procedures and ensure effective enforcement against abusive practices in the adtech sector?

Submitted: 29.8.2025

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(3 October 2025)**

On 5 September 2025, the Commission fined Google 2.95 billion EUR for an abusive practice under EU competition law in the advertising technology ('adtech') sector that is global in scope ⁽¹⁾.

Antitrust issues that can be addressed both at EU and national levels are coordinated between the Commission and the national competition authorities. The European Competition Network ('ECN') offers a unique and successful forum where such close cooperation takes place.

To avoid duplication of cases and ensure effective enforcement against abusive practices, the network facilitates case allocation discussions at the early stages of investigations.

Such an allocation depends on several factors such as the territory where the effects on competition materialise, the ability to gather evidence and the capability to bring the infringement to an end.

The initiation of Commission proceedings relieves national competition authorities of their competence to act against the same abusive practices.

In case of parallel investigations at national levels, the competition authorities concerned coordinate in the ECN, and there are mechanisms in place (in particular the notification of envisaged decisions) to ensure the consistent application of EU competition law across the EU.

While details on coordination in specific cases are confidential, the Commission applies the same cooperation and coordination mechanisms in cases concerning the adtech sector to ensure the most efficient deployment of resources and the most effective enforcement.

⁽¹⁾ https://ec.europa.eu/commission/presscorner/detail/en/ip_25_1992.