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Answer given by Executive Vice-President Virkkunen
on behalf of the European Commission
(6.11.2025)

The decision on the Google adtech case was adopted after the investigation was completed, the decision was ready after drafting and legal checks, and the internal procedure was completed. The adoption of an antitrust decision is completely unrelated to other policy considerations, including those relating to trade matters.

It is the sovereign right of the EU and its Member States to regulate economic activities on its territory in a manner consistent with their democratic values. As is true for other key pieces of the EU's laws regulating digital matters, the Digital Services Act (DSA)[1] and the Digital Markets Act (DMA)[2] were adopted by the Council and the European Parliament through the EU's legislative process. They aim at creating a safe, predictable and trusted online environment that facilitates innovation and in which fundamental rights, including the freedom of expression, is respected and at ensuring the fairness and contestability of digital markets.

The Commission has always and will continue to enforce the DSA and DMA, as well as other EU laws regulating digital markets, with full commitment, observing maximum transparency and ensuring due process. The Commission is open to dialogue and willing to explain the EU digital rulebook to all interested parties, as it has done on numerous occasions.

[1] OJ L 277 (2022), pp. 1-102 https://eur-lex.europa.eu/eli/reg/2022/2065/oj/eng.
[2] OJ L 265 (2022), pp. 1-66 https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng.