

(English version)

**Question for written answer E-000132/26
to the Commission
Yvan Verougstraete (Renew)
(14 January 2026)**

Subject: AdTech case — failure to publish the decision and differing treatment of plaintiffs, including Proxistore

The Commission has sent a series of requests for information to publishers, advertisers and intermediaries in order to test the solutions proposed by Google to comply with the judgment establishing a breach of Article 102 of the Treaty on the Functioning of the European Union in the advertising technology sector. This procedure raises a number of questions.

1. The Commission has still not published its full decision, including details of the EUR 2.95 billion fine. The companies consulted are therefore being asked to comment on solutions without having the legal framework, the grounds for the infringement or even the facts of the case enabling them to assess the how appropriate the solutions are. How can a market test possibly be credible under these conditions?
2. Several long-standing plaintiffs, including Proxistore, which has filed repeated complaints since 2018, do not appear to have received any official communication regarding this market test. Can the Commission confirm this difference in treatment and explain the reasons for it?
3. Why is it already seeking feedback on purely behavioural remedies when it has publicly stated that only a structural solution can resolve the conflict of interest at the heart of Google's AdTech model?

The Commission needs to clarify these procedural inconsistencies and guarantee that victims of anti-competitive practices are finally taken into account in a serious and transparent manner.

Submitted: 14.1.2026

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(12 March 2026)**

Having access to the full Commission decision of 5 September 2025 in the AdTech case is not necessary to reply to the Commission's requests for information on Google's compliance plan.

The Commission's questions are about Google's compliance plan, a copy of which was attached to the questionnaire in the requests for information. Still, on 15 January 2026, the Commission published the non-confidential version of the full decision in the AdTech case ⁽¹⁾.

Proxistore did not file any complaint with the Commission. Proxistore has been consulted on Google's compliance plan and has received the same questions as other market participants.

The AdTech decision imposes two obligations on Google. First, Google must cease certain ongoing practices. Second, Google must eliminate its conflicts of interest within the AdTech supply chain.

Whilst the Commission, in its statement of objections sent to Google, maintained the preliminary view that a structural remedy is likely to be the only way to comply with the second obligation, it has not reached a final conclusion on that matter.

To reach a final conclusion, the Commission needs first to examine Google's compliance plan, and to check whether it addresses the conflicts of interest. This is what the Commission is currently seeking input on, including from Proxistore.

⁽¹⁾ https://ec.europa.eu/competition/antitrust/cases1/20263/AT_40670_18812.pdf.