



Canadian Internet Policy and Public Interest Clinic
Clinique d'intérêt public et de politique d'internet du Canada

FOR IMMEDIATE RELEASE

CIPPIC calls on Competition Commissioner to review Google-DoubleClick merger

Ottawa, ON – August 2, 2007 – The Canadian Internet Policy & Public Interest Clinic (CIPPIC) at the University of Ottawa is requesting that the Competition Commissioner review the proposed merger between Google and DoubleClick. In an application for an inquiry filed with the Commissioner today, CIPPIC alleges that a merger between Google and DoubleClick will prevent or substantially lessen competition in the online targeted advertising market by combining Google's keyword search dominance with DoubleClick's leadership in display advertisement serving and behavioural targeting advertisement products.

“A Google-DoubleClick merger will greatly affect electronic commerce,” notes CIPPIC director Philippa Lawson. “Through the merger, Google-DoubleClick will gain unprecedented market power, with which they can manipulate online advertising prices. Advertisers and web publishers will have no real choice but to choose Google's advertisement platforms in order to remain visible in the e-commerce market.”

CIPPIC submits that the Google-DoubleClick merger will have the following anti-competitive effects in the Canadian market:

- Google-DoubleClick will dominate online ad-serving to websites and the monetization model for accessing internet content;
- Google-DoubleClick will be able to manipulate the targeted online advertising market to raise advertising prices;
- the merger creates barriers to market entry and removes vigorous and effective competition by Yahoo! and Microsoft;
- buyers will not be able to counter Google-DoubleClick's market power as web publishers and advertisers will have to choose Google in order to be visible in the e-commerce market; and
- consumers will have no real ability to choose services other than those served by Google, as users will not be able to avoid websites serving Google-DoubleClick ads.

The letter is posted at CIPPIC's website at http://www.cippic.ca/uploads/Google-DC_s.9_CompAct_complaint_FINAL.pdf. American and European public interest groups have already launched similar requests for review on competition grounds in their respective jurisdictions.

About CIPPIC: CIPPIC is the Canadian Internet Policy and Public Interest Clinic, Canada's only technology law clinic. CIPPIC was established in 2003 at the University of Ottawa, Faculty of Law, Common Law Section. CIPPIC's mandate is to advocate for balance in policy and law-making on issues arising out of new technologies.

For further information, see:

Electronic Privacy Information Center coverage of the Google-DoubleClick merger
- <http://www.epic.org/privacy/ftc/google/>

Joint complaint by the Electronic Privacy Information Center, Center for Digital Democracy, and U.S. PIRG to the Federal Trade Commission in the United States
- http://www.epic.org/privacy/ftc/google/epic_complaint.pdf
- http://www.epic.org/privacy/ftc/google/supp_060607.pdf (supplement)

European consumer group BEUC letter to the European Commission
- http://www.epic.org/privacy/ftc/google/beuc_062707.pdf

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