

New DOJ Google lawsuit could accelerate Biden's antitrust agenda

Article

The news: The US Department of Justice (DOJ) is reportedly preparing a second antitrust lawsuit against **Google** over its digital ad practices, **according to** Bloomberg.

- The suit, which could land as soon as the end of 2021, alleges that Google uses its online advertising dominance to manipulate ad auctions to benefit itself, a claim similar to the one made in a lawsuit **filed** by 10 states attorneys general late last year.

- Google has vigorously denied the accusations, saying its ad technology helps enable small business growth and **claiming** there is currently “enormous competition in advertising tools” from companies like **Amazon** and **Comcast**.

How we got here: The new suit would come a little more than one year after the DOJ **launched** a separate lawsuit accusing Google of using anti-competitive practice to maintain its search dominance—though the DOJ reportedly started **looking** into Google’s advertising practices as far back as 2019.

The bigger picture: A new DOJ suit would mark the first new major federal action brought against Big Tech under new regulatory leadership.

- The Biden administration has yet to file any substantial lawsuit, but it has **appointed aggressive** regulators to top federal positions and **signaled** an interest in strengthening antitrust enforcement..
- There have been stumbles too:, the **FTC** (which has its own Google suit) was recently **forced** to refile its major Facebook lawsuit after courts **struck** it down, claiming the agency had failed to prove Facebook holds monopoly status in the US social network market.

What’s next? The DOJ suit would mark an inflection point for the Biden administration’s antitrust efforts, and could signify increased regulation of other Big Tech giants.

At the same time, a bipartisan group of lawmakers in Congress are **considering** sweeping new bills that could fundamentally rewrite antitrust law if passed.

US Adults Who Support Proposals for the Federal Government to Break Up Big Tech Companies, by Demographic, Jan 2021

% of respondents in each group

Age

18-44

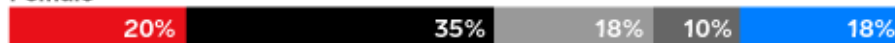


45+



Gender

Female



Male



Race/ethnicity

Black or African-American



Hispanic or Latino/Latina



White



Total



■ Strongly support ■ Somewhat oppose ■ Don't know
■ Somewhat support ■ Strongly oppose

Note: n=1,164 likely voters ages 18+

Source: Vox survey conducted by Data for Progress, Jan 26, 2021

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