

25 March 2026

Joint Statement

Two years after the Commission's decision to open proceedings against Alphabet under Article 6(5) DMA – Google Search

Today marks two years since the European Commission decided to open proceedings against Alphabet for not complying with its obligations under Article 6(5) of the Digital Markets Act in relation to Google Search.

More than three years have now passed since the DMA entered into force and intensive engagement began. Despite sustained dialogue, workshops and multiple proposal rounds, compliance has still not been achieved. European consumers and businesses continue to face uncertainty, limited and potentially unfair visibility, and a lack of clarity regarding how - and when - effective solutions will be implemented.

The DMA was adopted to restore contestability and fairness in digital markets. It was designed to ensure that powerful gatekeepers do not use their control over key access points to favour their own services or distort competition. The Commission's preliminary findings were an important step. But findings alone are not enough.

We call on the European Commission to:

- Act promptly and decisively to ensure full and effective compliance with Article 6(5) DMA;
- Deliver enforcement measures that are consistent with the preliminary findings and the objectives of the law;
- Secure pragmatic, workable compliance solutions that genuinely benefit European consumers and businesses alike.

Compliance must translate into real-world improvements: fair and non-discriminatory visibility for all market participants, including direct suppliers; transparent and accurate presentation of offers for consumers; meaningful consumer choice; and a level playing field across digital ecosystems.

This is not only a matter of regulatory credibility. It is also a matter of consumer trust and European competitiveness. Open and contestable digital markets are essential to innovation, investment and growth across the Union. Effective enforcement of the DMA supports the EU's broader competitiveness agenda by ensuring that European businesses can reach consumers on fair terms and compete on merit.

After three years of engagement and one year since the Commission's preliminary findings, the time for implementation has come. European consumers deserve transparent search results and genuine choice, and European businesses deserve fair conditions of competition.