

23 July 2026

Joint Industry Statement

Commission decision against Alphabet under Article 6(5) DMA – Google Search

Today, the European Commission adopted a decision confirming that Alphabet has failed to comply with its obligations under Article 6(5) of the Digital Markets Act.

This decision brings legal clarity, after several years of intensive engagement, investigations and technical discussions. The Commission has confirmed non-compliance and has ordered Alphabet to implement corrective measures within a defined timeframe. This is an important milestone for the credibility of the DMA and for fair digital markets in Europe.

However, the central issue now remains unresolved: how compliance will work in practice.

From our perspective, there is a serious risk that the solutions put forward by Alphabet could structurally favour online intermediaries over direct suppliers' offers. Such an outcome would undermine the objectives of the DMA. It would:

- Reduce consumer choice and transparency by limiting the visibility of direct offers;
- Increase dependency on intermediation rather than enabling fair competition;
- Shift value away from businesses that invest in their direct distribution channels.

This would not serve European consumers. Nor would it strengthen the EU's competitiveness. The DMA was designed to ensure fairness and contestability - not to entrench intermediation or create unintended distortions in digital markets.

We therefore call for compliance solutions that are sensible, pragmatic and genuinely aligned with the letter and spirit of the DMA. Effective implementation must:

- Preserve price transparency and accurate consumer information;
- Ensure fair and non-discriminatory visibility for all market participants, including direct suppliers;
- Support open, competitive digital ecosystems that foster innovation and investment in Europe.

The decision adopted today is a critical step. The next phase - implementation - will determine whether the DMA delivers meaningful results for consumers and businesses across the European Union.

We stand ready to engage constructively with the Commission, Alphabet, and other stakeholders to ensure that compliance solutions achieve the law's objectives and contribute to fair, open and competitive digital markets in Europe.