Dominance in Search: Harms and Remedies

Benjamin Edelman
Harvard Business School

February 20, 2012
About me

- Assistant Professor, Harvard Business School
  - Teaching: starting and running .COM’s
  - Research: Internet architecture and business opportunities, especially vis-à-vis law and regulation

- Consulting: advertising fraud, privacy, compliance
  - Some clients adverse to Google
Potential concerns

• Does Google treat consumers fairly?
• Does Google treat publishers and aggregators fairly?
• Does Google treat advertisers fairly?
• Does Google impede competition?
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24.21 +0.50 (2.11%) Nov 4 4:00pm ET
24.21 +0.00 (0.00%) After Hours
Open: 23.90 Volume: 55,788,078
High: 24.34 Avg Vol: 44,069,000
Low: 23.89 Mkt Cap: 135.22B

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Rocky Agrawal / TechCrunch:Why Groupon Is Poised For Collapse — Editor’s note: This guest post is part of an in-depth series looking at the daily deal in...

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streetfightmag.com/2011/06/10/street-fight-daily-06-10-11/ - Cached
Jun 10, 2011 – A restaurant owner talks to Rocky Agarwal about why Groupon was “the single worst decision I have ever made as a business owner. ...

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Map for melbourne hotel

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www.accorhotels.com/melbourne/michel.extreme.suites...
The Hotel Windsor
111 Spring Street, Melbourne Victoria 3000, Australia
+61 3 9633 6000
thehotelwindsor.com.au
Directions Search nearby more-

Categories: Accommodation, Restaurant, Conference Centre, ... Hotel class: 5 stars
Transit: Spring St/Bourke St (33 m NW) 35, 66, 95, 96

★★★★★ 41 reviews 2 Your rating: ★★★★★

At a glance: opposite parliament house · grand ballroom · old world charm · superior room · the princess

The Hotel Windsor is a 5 Star luxury hotel in Melbourne. The Windsor is Australia’s only surviving grand 19th century city hotel and only official “grand” Victorian era hotel. The hotel has a significant role in the History of Australia as the place where the Constitution of Australia was drafted in 1898. For much of its 20th Century life the hotel, dubbed the Duchess of Spring ... - All text is available under the terms of the GNU Free Documentation License - Wikipedia

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Melbourne Hotel
<table>
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<th>Takeoff</th>
<th>Dur.</th>
<th>Arrival</th>
<th>Airline</th>
<th>Route</th>
<th>Round trip</th>
<th>Price</th>
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<td>Boston (BOS) to Baltimore (BWI) nonstop</td>
<td>from $208</td>
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<td>-2h</td>
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<td>BOS-BWI nonstop</td>
<td>FEB 25, 2012</td>
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<td>JetBlue 1318</td>
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*Airline site: JetBlue*

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<td>JetBlue</td>
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10 Miscellaneous. The Agreement must be construed as if both parties jointly wrote it, governed by California law except for its conflicts of laws principles and adjudicated in Santa Clara County, California. … Any notices to Google must be sent to Google Ireland Limited, AdWords Program, 1st & 2nd Floor, Gordon House, Barrow Street, Dublin 4, Ireland, with a copy to Legal Department, via confirmed facsimile, with a copy sent via first class or air mail or overnight courier, and are deemed given upon receipt. Notice to Customer may be effected by sending email to the email address specified in Customer's account, or by posting a message to Customer's account interface, and is deemed received when sent (for email) or no more than 15 days after having been posted (for messages in Customer's account interface).
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Conversions and Synchronizations

Synchronize Outlook and Apple iPhone or iPod

Synchronization of contacts between Microsoft Office Outlook 2007 and your Apple iPhone or iPod touch requires Apple iTunes. You can configure which items are synchronized during a one-time setup process.

After the initial setup, each time that you connect your iPhone or iPod touch to your computer, the changes made on your computer or device are synchronized.

1. Connect your iPhone or iPod touch to your computer using the cable provided with your device or by placing the iPhone or iPod touch in the Apple Universal Dock.
2. In iTunes, in the source list, under Devices, click the entry for your iPhone or iPod touch.
3. Click the Info tab.
4. Under Contacts, click Sync contacts from, and then click Outlook.

For more information, visit Microsoft Office Outlook 2007 Help.

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- Word Documents (*\docx)
- Word Macro-Enabled Documents (*\docm)
- XML Files (*\xml)
- Word 97-2003 Documents (*\doc)
- All Web Pages (*.htm;*.html;*.mht;*.mhtml)
- All Word Templates (*.dotx;*.dotm;*.dot)
- Word Templates (*.dotx)
- Word Macro-Enabled Templates (*.dotm)
- Word 97-2003 Templates (*.dot)
- Rich Text Format (*.rtf)
- Text Files (*.txt)
- OpenDocument Text (*.odt)
campaign export & synchronization
AdWords API Terms & Conditions

Functional Separation. Any information collected from an input field used to collect AdWords API Campaign Management Data may be used only to manage and report on AdWords accounts. … [A]ny information or data used [for] AdWords … must have been collected from an input field used only to collect AdWords … For example, the AdWords API Client may not offer a functionality that copies data from a non-AdWords account into an AdWords account or from an AdWords account to a non-AdWords account.
Current Antitrust Inquiries

- European Commission
- South Korea
- US FTC
- US states: California, New York, Ohio, Texas
Remedies

• Disallow consideration of improper ranking factors
• Require disclosure to appropriate regulators of any manual ranking adjustments
• Let users swap “integrated” components
• Disallow Google from tying its ancillary services to its dominant search offering
Search

About 73,100,000 results (0.29 seconds)

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*eatability

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» Fremantle

Atfield Tavern
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» Peppermint Grove

Airey Dental Family Practice
» Safety Bay

Tastings Coffee House
» Subiaco

Morph Quarters
» Claremont

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