

A step closer towards more fairness and competitiveness in the EU Digital Single Market

On 19 March 2025, the European Commission issued its preliminary findings to Alphabet under the Digital Markets Act (DMA). We strongly welcome the Commission's announcement and support their actions in investigating Google's initiatives to comply with the DMA.

As one of the parties actively involved in the discussions related to Alphabet's self-preferencing of Google Search results, we consider this a **critical step towards restoring fairness in the digital economy**. Through this announcement, the Commission further expresses its commitment to enforcing the DMA despite external pressures, reinforcing trust in Europe's ability to maintain an open and competitive Digital Single Market.

Looking forward, Ecommerce Europe now expects the Commission to continue its process and engage with stakeholders in order to come up with a balanced solution for Product Listing Ads (PLA) to ensure a level playing field between Merchants and Comparative Shopping Services, safeguarding user choice and direct merchant visibility.

Luca Cassetti, Secretary General of Ecommerce Europe, added: *"While this decision is a step in the right direction, we trust the European Commission to uphold the ambitions of the DMA by ensuring that digital markets remain fair and competitive, safeguarding businesses from unfair gatekeeper practices."*

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