



Remedies Framework in *U.S. v. Google LLC* (2020)

For over a decade, Google has leveraged its dominance in general search and search text advertising to entrench its monopoly, stifle competition, and deprive consumers of choice and innovation. The only meaningful path forward is through remedies that are bold, comprehensive, and durable. Public Knowledge believes the below remedies are key to a competitive and open internet.

Structural Remedies

- Require the full divestiture of Google Chrome, a critical search access point, separating the browser from the company's search and advertising operations.
- Completely divest Android OS.

Behavioral Remedies

- Ban Google from entering into default-setting agreements with device manufacturers, carriers, browsers, or app developers that give it preferential treatment in search.
- Prohibit Google from tying or bundling its general search engine with other critical Google products such as the Play Store or Android APIs.
- Mandate non-discriminatory access to Google's search index, ranking signals, ads targeting data, and user interaction data for qualified competitors.
- Require Google to provide real-time, granular ad performance data to advertisers to facilitate multi-platform campaign optimization and reduce switching costs.
- Require Google to offer search and ad syndication APIs on fair, marginal-cost terms for 10 years to help competitors achieve scale and viability.

Oversight Measures

- Establish an independent, five-member Technical Committee with full authority to audit Google's compliance, investigate violations, and recommend enforcement actions.
- Impose mandatory data retention, complaint tracking, and transparency obligations to ensure long-term accountability and enforceability.

These strong, objective, and enforceable remedies are a once-in-a-generation opportunity to reset the rules of fair competition in the digital marketplace.