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EC decides to investigate Google -DoubleClick deal

Anti-trust issues aired

by Amy-Mae Elliott published on 15 November 2007

After an initial investigation, the EC has decided that there are enough concerns to need a full, in-depth look at the ramifications of the Google -DoubleClick deal, Ars Technica reports.

If the \$3.1 million deal for Google to buy the ad company goes through, the EC is concerned that that online ad market would suffer.

The EC will also look into whether DoubleClick could have evolved into effective competition to Google had the deal not gone through.

Microsoft has said the deal: "raises serious competition and privacy concerns".

The EC has until April 2008 to consider the situation and is working with a similar body in the US, the FTC in looking into the matter.

