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US regulators OK Google-DoubleClick merger

EU still to have say

by Amy-Mae Elliott published on 21 December 2007

Google's DoubleClick buy-out has been given the official go ahead from America's competition regulator, the Federal Trade Commission.

The £1.6 billion takeover, that took place earlier in the year, saw Google buy the rival online advertising company DoubleClick, in the face of industry criticism fearing it would give the internet giant too much dominance.

The Federal Trade Commission said: "After carefully reviewing the evidence, we have concluded that Google's proposed acquisition of DoubleClick is unlikely to substantially lessen competition".

"The FTC's strong support sends a clear message - this acquisition poses no risk to competition and will benefit consumers", said Google's CEO, Eric Schmidt.

The deal is still being investigated by the European Commission, whose outcome is due early April 2008. The EC is expected to take a more stringent view of the merger.

