

A look at our proposal in response to the European Commission ad tech decision

Our proposed remedies fully address the European Commission's findings and would make it even easier for publishers and advertisers to use other ad tech providers – all while minimizing disruption for our customers.

The plan includes two key types of changes:

- First, near term product changes to end the specific practices the Commission criticized including:
 - We will deprecate Unified Pricing Rules for display, video and app ads, giving publishers the option to set different price floors (minimum price) for different bidders when using Google Ad Manager.
 - To further transparency, fairness and competition, Google will publish updated participation criteria for third-party SSPs and update other elements of our Open Bidding policies. In all, the changes we are making to our Open Bidding product address fully the EC's concerns regarding the sales of AdX inventory compared to third-party SSPs.
 - We are also putting in place measures to address the alleged favouring in buying on third party exchanges.
- Second, significant changes to how our products work to address alleged conflict of interest claims which give publishers even more flexibility, including the following:
 - We propose to give publishers the choice to put Prebid, an open-source industry consortium, in the middle of our ad exchange and ad server.
 - We propose to make real-time bid amounts for open web, app and video display ads from our ad exchange available to all rival publisher ad servers and to Prebid.
 - We propose to build a new integration between our ad server and Prebid, meaning that publishers may choose to have Prebid run their auction for indirect demand, rather than Google.
 - We will give publishers greater access to data, offering them the information they need to understand why a certain ad is ultimately shown.

We will continue to cooperate with the EC as they consider our proposal.