

Information about Monthly Active Recipients under the Digital Services Act (EU)

The European Union (EU) Digital Services Act (DSA) came into force on 16 November 2022. We welcome the DSA's goals of making the internet even more safe, transparent and accountable, while ensuring that everyone in the EU continues to benefit from the open web.

This report is published on 16 February 2023 in compliance with Article 24(2) DSA, which requires providers of online platforms and search engines to publish information on the average “monthly active recipients of the service” in the EU.

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The Digital Services Act

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Overview

Recipients can choose to access many of our services when they are signed into an account or when they are signed out. As such, we provide two separate counts to reflect this choice: (a) one based on distinct accounts of recipients; and (b) one based on distinguishable sessions of signed-out recipients.

We respect and protect the privacy of those who use our services. Article 24(2) DSA and its associated provisions do not require providers of online platforms or online search engines to perform specific tracking of individuals (e.g. across devices or sessions) for the purpose of producing data on monthly active recipients, and doing so would violate our privacy principles.

We therefore do not comprehensively de-duplicate within these counts or between them. For example, recipients may have multiple Google accounts and access services from each of them, or they may access services from different devices and browsers while signed-out. In each case, the engagement is counted separately. The same recipient may be counted many times and the counts overstate the number of unique recipients of the service in the EU. Adding up the two counts would further overstate this number.

This information is provided by us solely in order to comply with Article 24(2) DSA, and is not intended for any other purpose.

Please see [Additional Notes](#) below for more information.

Average Monthly Counts

This is not intended to be a comprehensive list of our services. Rather, this is a list of services that may fall within the DSA's definition of "online platform" or "online search engine" based on our current understanding.

Google Ireland Limited

Service	Service Description	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Flights	The service located at www.google.com/travel/flights where recipients may search for flights	9,600,000	2,500,000
Google Maps	The areas of Google Maps at google.com/maps and accessible via other surfaces (including via the Google Maps app) which display content provided by recipients	278,600,000	211,100,000
Google Play	The online store and digital distribution service available through the Google Play Store and play.google.com	274,600,000	39,000,000
Google Search	The search engine located at www.google.com and accessible via other surfaces (such as the Google Search app and Assistant), on which recipients can input queries to perform searches and receive results in any format the information can be found	332,000,000	>500,000,000
Hotels	The service located at www.google.com/travel/hotels where recipients may search for hotels and similar accommodations	30,600,000	8,300,000
Keen	The service located at www.staykeen.com where recipients may access content based on their stated interests	<10,000	<10,000
Pub.dev	The service located at pub.dev where recipients can access and share software packages written in the Dart programming language	<10,000	200,000
Shopping	The service located at shopping.google.com	74,900,000	37,100,000
Tenor	The service located at www.tenor.com and accessible via the Tenor app that enables recipients to search and upload animated images	<100,000	4,700,000
TFhub.dev	The service located at www.TFhub.dev that allows recipients to discover machine learning (ML) models	N/A	<10,000

Google Ireland Limited (continued)

Service	Service Description	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Things to Do	The service located at www.google.com/travel/things-to-do that allows recipients to search for activities and things to do in a destination	3,600,000	900,000
Vacation Rentals	The service located at www.google.com/travel/hotels that allows recipients to search for vacation rentals	1,700,000	500,000
YouTube	The video sharing platform located at www.youtube.com and accessible via other surfaces (such as the YouTube app)	401,700,000	>500,000,000
		Average monthly counts based on distinguishable sessions of signed-in and signed-out recipients¹	
Chrome Web Store	The service located at https://chrome.google.com/webstore where recipients may find and download extensions, themes and applications designed for the Chrome browser	23,200,000	

¹ Due to Chrome Web Store's systems, the reported counts are based on identifiable sessions of signed-in and signed-out recipients (without de-duplicating against each other).

Fitbit International Limited

Service	Service Description	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Fitbit Developer Platform	The service located at https://dev.fitbit.com/ that enables developers to create and share applications and clock-face user experiences on certain FitbitOS wearable devices	500,000	<100,000

Kaggle Inc.

Service	Service Description	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Kaggle	The service located at www.kaggle.com that hosts public datasets for machine learning (ML) and ML models and runs ML competitions	100,000	500,000

Waze Mobile Limited

Service	Service Description	Average monthly counts based on distinct accounts and distinguishable sessions of signed-in and signed-out recipients ²
Waze	The areas of Waze, a community-based navigation service, that enable recipients to share content which is accessible through the Waze app and other surfaces	40,200,000

² Waze's capabilities count access by signed-in accounts as sessions on some surfaces (without de-duplicating within the count or against the signed-out session counts).

Additional Notes

- The counts in this report include recipients of the service in the EU during the period July to December 2022.
- Services reporting counts between 0 and 9,999 are listed as "<10,000", services reporting counts between 10,000 and 99,999 are listed as "<100,000", services reporting counts over 500,000,000 are listed as ">500,000,000" and all counts greater than or equal to 100,000 are rounded to the nearest 100,000.
- For the purposes of the DSA, the number of recipients of a service could never be greater than the population of the EU plus the number of active enterprises in the EU. According to Eurostat, the statistical office of the European Union, the estimated population of the EU on 1 January 2022 was 446.8 Million³ and the estimated number of business enterprises in 2021 was 30.1 Million⁴.
- Different services calculate the counts presented above in different ways. We are refining our systems and processes for future reports and look forward to additional guidance from regulators on methodology.

³ According to [Eurostat](#).

⁴ According to [Eurostat](#).