

# 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 August 2024 in compliance with Article 24(2) DSA, which requires providers of online platforms and online 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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This report is published on 16 August 2024 in compliance with Article 24(2) DSA, which requires providers of online platforms and online search engines to publish information on the average “monthly active recipients of the service” in the EU. This report also includes a section outlining the monthly active recipient counts for each EU Member State for Google Maps, Google Play, Google Search, Google Shopping and YouTube, each of which have been designated as a VLOP or VLOSE, in compliance with Article 42(3) DSA.

## 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 engagements are 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) and Article 42(3) of the DSA, and is not intended for any other purpose.

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

## Average EU 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 <a href="http://www.google.com/travel/flights">www.google.com/travel/flights</a> where recipients may search for flights	7,500,000	1,700,000
Google Maps	The areas of Google Maps at <a href="http://google.com/maps">google.com/maps</a> and accessible via other surfaces (including via the Google Maps app) which display content provided by recipients	287,800,000	221,100,000
Google Play	The online store and digital distribution service available through the Google Play Store, including on <a href="http://play.google.com">play.google.com</a>	302,800,000	37,700,000
Google Search	The search engine located at <a href="http://www.google.com">www.google.com</a> 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	377,400,000	448,000,000
Hotels	The service located at <a href="http://www.google.com/travel/hotels">www.google.com/travel/hotels</a> where recipients may search for hotels and similar accommodations	11,800,000	2,800,000
Google Shopping	The service located at <a href="http://shopping.google.com">shopping.google.com</a>	31,200,000	12,100,000
Tenor	The service located at <a href="http://www.tenor.com">www.tenor.com</a> and accessible via the Tenor app that enables recipients to search and upload animated images	<100,000	6,100,000
Vacation Rentals	The service located at <a href="http://www.google.com/travel/hotels">www.google.com/travel/hotels</a> that allows recipients to search for vacation rentals	700,000	200,000
YouTube	The video sharing platform located at <a href="http://www.youtube.com">www.youtube.com</a> and accessible via other surfaces (such as the YouTube app)	433,800,000	>500,000,000

## Google Ireland Limited (continued)

Service	Service Description	Average monthly counts based on distinguishable sessions of signed-in and signed-out recipients <sup>1</sup>
Chrome Web Store	The service located at <a href="https://chromewebstore.google.com">https://chromewebstore.google.com</a> where recipients may find and download extensions, themes and applications designed for the Chrome browser	23,900,000
Pub.dev	The service located at <a href="https://pub.dev">pub.dev</a> where recipients can access and share software packages written in the Dart programming language	100,000

<sup>1</sup> Due to Chrome Web Store's and Pub.dev'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 <a href="https://dev.fitbit.com/">https://dev.fitbit.com/</a> that enables developers to create and share applications and clock-face user experiences on certain FitbitOS wearable devices	300,000	<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 <a href="https://www.kaggle.com">www.kaggle.com</a> that hosts public datasets for machine learning (ML) and ML models and runs ML competitions	200,000	1,200,000

## Waze Mobile Limited

Service	Service Description	Average monthly counts based on distinct accounts and distinguishable sessions of signed-in and signed-out recipients <sup>2</sup>
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	45,500,000

<sup>2</sup> Waze's capabilities count access by signed-in accounts as sessions on some surfaces. The counting methodology has been updated to more accurately de-duplicate session counts to reflect that signed-out sessions counts were duplicative of signed-in counts.

# Very Large Online Platforms (VLOP)/ Very Large Online Search Engine (VLOSE) EU Member State Breakdown

This section outlines the monthly active recipient counts for each EU Member State for Google Maps, Google Play, Google Search, Google Shopping and YouTube, each of which have been designated as a VLOP or a VLOSE, in compliance with Article 42(3) DSA.

## Google Maps

Country	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Austria	7,400,000	6,600,000
Belgium	8,800,000	7,000,000
Bulgaria	3,200,000	1,600,000
Croatia	2,900,000	1,400,000
Cyprus	1,100,000	500,000
Czechia	6,400,000	4,200,000
Denmark	4,200,000	3,400,000
Estonia	900,000	600,000
Finland	3,800,000	3,000,000
France	48,500,000	36,800,000
Germany	56,500,000	62,600,000
Greece	6,700,000	3,400,000
Hungary	5,800,000	3,300,000
Ireland	4,000,000	3,000,000
Italy	40,100,000	22,300,000
Latvia	1,100,000	600,000
Lithuania	1,900,000	1,000,000
Luxembourg	900,000	700,000
Malta	500,000	300,000
Netherlands	16,800,000	14,400,000
Poland	23,900,000	14,600,000
Portugal	7,600,000	4,000,000
Romania	7,800,000	3,300,000
Slovakia	2,900,000	1,800,000
Slovenia	1,600,000	900,000
Spain	36,200,000	20,700,000
Sweden	6,900,000	5,800,000

## Google Play

Country	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Austria	5,200,000	700,000
Belgium	6,600,000	700,000
Bulgaria	4,100,000	400,000
Croatia	2,700,000	200,000
Cyprus	900,000	100,000
Czechia	6,700,000	600,000
Denmark	2,300,000	300,000
Estonia	700,000	< 100,000
Finland	4,400,000	700,000
France	46,400,000	6,200,000
Germany	59,600,000	7,700,000
Greece	6,500,000	600,000
Hungary	5,600,000	700,000
Ireland	3,000,000	1,300,000
Italy	39,000,000	4,000,000
Latvia	1,200,000	100,000
Lithuania	1,900,000	200,000
Luxembourg	400,000	< 100,000
Malta	300,000	< 100,000
Netherlands	13,400,000	2,900,000
Poland	24,800,000	2,300,000
Portugal	7,200,000	700,000
Romania	11,200,000	1,300,000
Slovakia	3,100,000	300,000
Slovenia	1,300,000	100,000
Spain	34,700,000	4,000,000
Sweden	5,300,000	1,300,000

## Google Search

Country	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Austria	7,000,000	11,000,000
Belgium	9,300,000	12,600,000
Bulgaria	4,900,000	4,000,000
Croatia	3,300,000	2,700,000
Cyprus	1,200,000	1,100,000
Czechia	8,300,000	9,900,000
Denmark	4,600,000	8,500,000
Estonia	1,100,000	1,300,000
Finland	4,700,000	6,900,000
France	62,200,000	71,800,000
Germany	66,600,000	104,200,000
Greece	8,300,000	6,800,000
Hungary	7,300,000	6,700,000
Ireland	4,700,000	6,100,000
Italy	49,200,000	49,300,000
Latvia	1,600,000	1,700,000
Lithuania	2,500,000	2,300,000
Luxembourg	700,000	1,100,000
Malta	500,000	500,000
Netherlands	18,800,000	27,300,000
Poland	30,000,000	30,300,000
Portugal	9,700,000	8,200,000
Romania	12,700,000	9,100,000
Slovakia	3,800,000	3,800,000
Slovenia	1,700,000	1,500,000
Spain	44,600,000	44,000,000
Sweden	8,200,000	15,200,000

## Google Shopping

Country	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Austria	600,000	300,000
Belgium	900,000	400,000
Bulgaria	100,000	< 100,000
Croatia	< 100,000	< 100,000
Cyprus	< 100,000	< 100,000
Czechia	700,000	200,000
Denmark	500,000	300,000
Estonia	< 100,000	< 100,000
Finland	500,000	200,000
France	3,600,000	1,300,000
Germany	5,000,000	2,900,000
Greece	700,000	200,000
Hungary	600,000	200,000
Ireland	400,000	200,000
Italy	4,400,000	1,400,000
Latvia	< 100,000	< 100,000
Lithuania	< 100,000	< 100,000
Luxembourg	< 100,000	< 100,000
Malta	< 100,000	< 100,000
Netherlands	2,100,000	1,200,000
Poland	4,000,000	1,100,000
Portugal	800,000	200,000
Romania	1,000,000	300,000
Slovakia	500,000	100,000
Slovenia	< 100,000	< 100,000
Spain	3,600,000	1,100,000
Sweden	800,000	500,000



## YouTube

Country	Average monthly counts based on distinct signed-in accounts of recipients	Average monthly counts based on distinguishable sessions of signed-out recipients
Austria	9,100,000	26,100,000
Belgium	11,000,000	29,300,000
Bulgaria	5,800,000	12,600,000
Croatia	3,900,000	11,100,000
Cyprus	1,700,000	4,000,000
Czechia	10,200,000	28,100,000
Denmark	5,400,000	17,200,000
Estonia	1,400,000	3,600,000
Finland	6,400,000	17,600,000
France	78,100,000	192,500,000
Germany	88,100,000	251,600,000
Greece	9,300,000	26,300,000
Hungary	8,200,000	25,500,000
Ireland	5,800,000	18,300,000
Italy	53,900,000	134,600,000
Latvia	1,900,000	6,200,000
Lithuania	3,200,000	6,800,000
Luxembourg	1,400,000	2,900,000
Malta	700,000	1,500,000
Netherlands	29,700,000	68,400,000
Poland	35,400,000	99,000,000
Portugal	10,700,000	25,500,000
Romania	15,300,000	38,100,000
Slovakia	4,400,000	12,000,000
Slovenia	1,900,000	5,100,000
Spain	51,100,000	143,100,000
Sweden	11,800,000	31,900,000

## Additional Notes

- The counts in this report include recipients of the service in EU Member States (for our designated VLOPs and VLOSEs) and the EU as a whole (for services that may fall within the DSA's definition of "online platform" or "online search engine" based on our current understanding) during the period January to June 2024.
- 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 the most recent available figures from Eurostat, the statistical office of the EU, the estimated population of the EU on 1 January 2024 was 449.2 Million<sup>3</sup> and the estimated number of business enterprises in 2022 was 38.2 Million<sup>4</sup>.
- Likewise, for VLOP and VLOSE EU Member State breakdowns, the number of recipients of a VLOP or VLOSE could never be greater than the population of the EU Member State<sup>3</sup> plus the number of active enterprises in that EU Member State<sup>4</sup>.
- Guidance as to the appropriate methodology for calculating MARs has not yet been provided by the European Commission per Article 33(3) DSA. In the absence of such guidance, it is apparent that different providers have applied different methodologies. As a result, the MAR figures provided in this report cannot serve as a basis for comparison to the numbers provided by other providers. In addition, different services calculate the counts presented above in different ways. We continue to refine our processes for future reports and look forward to additional guidance from the European Commission on methodology.
- Due to rounding and duplication of signed-in users who may be counted in multiple EU Member States, the total sum of EU Member State counts for each of our VLOPs and VLOSEs may not precisely equal the EU count for the same service.

<sup>3</sup> According to [Eurostat](#).

<sup>4</sup> According to [Eurostat](#).