

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 was published on 14 February 2025 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 was published on 14 February 2025 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 the count based on distinct accounts of recipients, or within the count based on distinguishable sessions of signed-out recipients. We also do not comprehensively de-duplicate between these two counts. 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 www.google.com/travel/flights where recipients may search for flights	5,200,000	1,200,000
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	289,900,000	201,300,000
Google Play	The online store and digital distribution service available through the Google Play Store, including on play.google.com	298,200,000	44,800,000
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	355,700,000	424,400,000
Hotels	The service located at www.google.com/travel/hotels where recipients may search for hotels and similar accommodations	9,300,000	2,100,000
Google Shopping	The service located at shopping.google.com	9,100,000	3,000,000
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	6,100,000
Vacation Rentals	The service located at www.google.com/travel/hotels that allows recipients to search for vacation rentals	300,000	< 100,000
YouTube	The video sharing platform located at www.youtube.com and accessible via other surfaces (such as the YouTube app)	459,200,000	> 500,000,000

Google Ireland Limited (continued)

Service	Service Description	Average monthly counts based on distinguishable sessions of signed-in and signed-out recipients ¹
Chrome Web Store	The service located at https://chromewebstore.google.com where recipients may find and download extensions, themes and applications designed for the Chrome browser	20,000,000
Pub.dev	The service located at pub.dev where recipients can access and share software packages written in the Dart programming language	< 100,000

¹ 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).

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	1,300,000

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	50,500,000

² 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	7,900,000	6,200,000
Belgium	9,100,000	6,400,000
Bulgaria	3,600,000	1,600,000
Croatia	3,800,000	1,600,000
Cyprus	1,300,000	600,000
Czechia	6,600,000	3,600,000
Denmark	4,500,000	3,200,000
Estonia	1,000,000	500,000
Finland	3,700,000	2,700,000
France	49,800,000	33,100,000
Germany	59,100,000	58,200,000
Greece	7,800,000	3,600,000
Hungary	6,100,000	3,000,000
Ireland	4,100,000	3,100,000
Italy	41,400,000	20,800,000
Latvia	1,200,000	600,000
Lithuania	2,000,000	900,000
Luxembourg	900,000	600,000
Malta	700,000	300,000
Netherlands	17,200,000	13,500,000
Poland	24,700,000	13,700,000
Portugal	8,100,000	4,000,000
Romania	8,200,000	3,100,000
Slovakia	3,100,000	1,600,000
Slovenia	1,800,000	900,000
Spain	37,700,000	18,400,000
Sweden	7,300,000	5,400,000

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	5,100,000	700,000
Belgium	6,500,000	800,000
Bulgaria	4,300,000	500,000
Croatia	2,800,000	300,000
Cyprus	1,000,000	200,000
Czechia	6,700,000	700,000
Denmark	2,400,000	400,000
Estonia	700,000	200,000
Finland	3,900,000	400,000
France	46,100,000	6,500,000
Germany	60,400,000	10,100,000
Greece	6,600,000	700,000
Hungary	5,500,000	700,000
Ireland	3,000,000	2,200,000
Italy	38,500,000	4,300,000
Latvia	1,200,000	200,000
Lithuania	1,900,000	200,000
Luxembourg	400,000	100,000
Malta	400,000	< 100,000
Netherlands	13,300,000	2,700,000
Poland	24,800,000	2,600,000
Portugal	7,200,000	900,000
Romania	11,100,000	1,600,000
Slovakia	3,000,000	300,000
Slovenia	1,300,000	200,000
Spain	34,700,000	5,300,000
Sweden	5,400,000	1,800,000

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	6,600,000	10,500,000
Belgium	9,000,000	11,900,000
Bulgaria	4,900,000	4,000,000
Croatia	3,300,000	2,800,000
Cyprus	1,100,000	1,100,000
Czechia	7,900,000	9,200,000
Denmark	4,400,000	8,100,000
Estonia	1,100,000	1,200,000
Finland	4,500,000	6,500,000
France	56,600,000	67,900,000
Germany	59,800,000	99,400,000
Greece	8,100,000	6,700,000
Hungary	7,200,000	6,500,000
Ireland	4,400,000	5,700,000
Italy	48,100,000	46,200,000
Latvia	1,500,000	1,600,000
Lithuania	2,500,000	2,200,000
Luxembourg	500,000	900,000
Malta	500,000	500,000
Netherlands	15,400,000	25,400,000
Poland	29,500,000	29,500,000
Portugal	9,600,000	7,800,000
Romania	12,600,000	9,000,000
Slovakia	3,700,000	3,700,000
Slovenia	1,600,000	1,500,000
Spain	43,500,000	40,400,000
Sweden	7,800,000	14,300,000

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	100,000	< 100,000
Belgium	200,000	< 100,000
Bulgaria	< 100,000	< 10,000
Croatia	< 10,000	< 10,000
Cyprus	< 10,000	< 10,000
Czechia	300,000	< 100,000
Denmark	100,000	< 100,000
Estonia	< 10,000	< 10,000
Finland	< 100,000	< 100,000
France	1,400,000	400,000
Germany	1,800,000	900,000
Greece	200,000	< 100,000
Hungary	200,000	< 100,000
Ireland	100,000	< 100,000
Italy	1,100,000	300,000
Latvia	< 10,000	< 10,000
Lithuania	< 10,000	< 10,000
Luxembourg	< 10,000	< 10,000
Malta	< 10,000	< 10,000
Netherlands	600,000	300,000
Poland	1,200,000	300,000
Portugal	200,000	< 100,000
Romania	300,000	< 100,000
Slovakia	100,000	< 100,000
Slovenia	< 10,000	< 10,000
Spain	800,000	200,000
Sweden	200,000	< 100,000

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	9,500,000	27,200,000
Belgium	11,100,000	30,900,000
Bulgaria	6,400,000	13,800,000
Croatia	4,800,000	12,000,000
Cyprus	2,000,000	4,500,000
Czechia	10,500,000	29,200,000
Denmark	7,900,000	19,400,000
Estonia	1,400,000	3,800,000
Finland	5,400,000	17,600,000
France	85,200,000	206,200,000
Germany	100,400,000	265,300,000
Greece	10,500,000	28,400,000
Hungary	8,300,000	25,700,000
Ireland	6,000,000	20,900,000
Italy	54,700,000	140,400,000
Latvia	2,100,000	6,100,000
Lithuania	3,000,000	7,000,000
Luxembourg	1,200,000	2,500,000
Malta	800,000	1,700,000
Netherlands	35,200,000	73,500,000
Poland	36,800,000	96,400,000
Portugal	11,000,000	27,100,000
Romania	15,800,000	39,000,000
Slovakia	4,400,000	12,200,000
Slovenia	1,900,000	5,200,000
Spain	52,200,000	151,500,000
Sweden	13,300,000	34,400,000

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 July to December 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 figures available from Eurostat (the statistical office of the EU), the estimated population of the EU in 2024 was 449.2 Million¹ and the estimated number of business enterprises in 2023 was 38.3 Million².
- 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 State³ plus the number of active enterprises in that EU Member State⁴.
- 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 and may calculate the counts presented above in different ways. For example, some providers do not provide counts based on distinguishable sessions of signed-out recipients, where concerns over significant potential overcounting exist. As a result, the MAR figures provided in this report cannot serve as a basis for comparison to the numbers provided by other providers. 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.

¹ According to [Eurostat](#).

² According to [Eurostat](#).

³ According to [Eurostat](#).

⁴ According to [Eurostat](#).