



Does Google abuse its dominant position in the search engine market?

By Mark Notkin

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year 2014 in the subject Business economics - Miscellaneous,
grade: 1,3, LMU Munich, language: English, abstract: Google
gilt als fast Monopolist im Bereich der Suchmaschinen. Diese
Seminararbeit betrachtet dabei, ob Google seine Macht ggf.
ausnutzt im Wettbewerbsrecht. Dies wird besonders anhand
des 102 TFEU analysiert. Googeln is a common verb you can
look up in the German encyclopedia Duden nowadays (BI).
Google is a very well known player, not only in the market for
search engines, that made it possible throughout the last
decade to increase its revenue to nearly 45 billion \$ in 2012
(REV). While 14 years ago there were about 10.000 Google
searches a day, nowadays this number is reached within one-
hundredth of a second (STA). All the information gained is
extremely valuable for advertisers that use Google AdWords to
place consumer matched advertisement. This is also one of the
reasons consumers can enjoy products such as internet
searches without any charge and therefore might not notice if
a player, such as Google, abuses its dominance since it...

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