



One of Brussels' most active lobbyists

**Elise Rautureau
Liyang Chen
Marie-Clémence Billaud
Chihyung Lu**





1. One of Brussel's most active lobbyist

3. Google is the highest spending tech corporation when it comes to EU lobbying

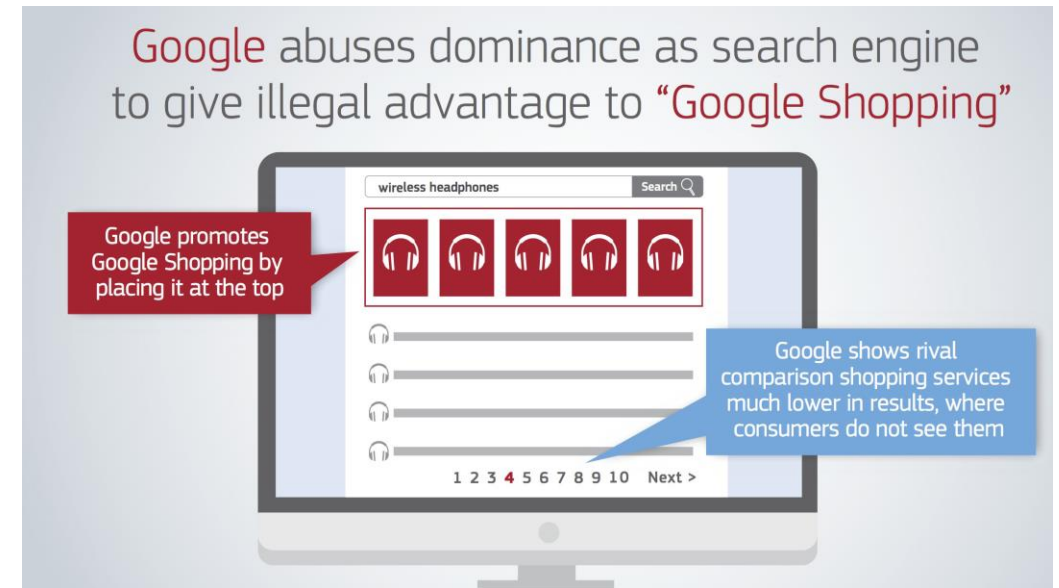
2. 2014 : Google was the 2nd lobby organization with the best access to the elite of the Commission (digital technology industry)

#	Organisation name	Head office in	Lobbying costs	EP passes	Lobbyists (FTE)	Meetings with EC
	Management	Netherlands	6,499,999 €	1	0.7	1
15	The Brookings Institution	United States	6,250,000 - 6,499,999 €	0	19.75	4
16	Fundación Tekniker	Spain	5,500,000 - 5,749,000 €	0	91.5	0
17	European Federation of Pharmaceutical Industries and Associations	Luxembourg	5,503,206 €	5	15.75	37
18	General Electric Company	United States	5,250,000 - 5,499,999 €	2	9.25	78
19	Google	United States	5,250,000 - 5,499,999 €	4	8.25	186
20	Instituto de Telecomunicações	Portugal	5,281,000 €	0	12.5	0
21	Altroconsumo	Italy	5,000,000 - 5,249,999 €	0	2	2
22	Interel European Affairs	Belgium	4,750,000 - 4,999,999 €	24	25.5	9
23	EUROCITIES	Belgium	4,500,000 - 4,749,000 €	16	22	32
24	Microsoft Corporation	United States	4,500,000 - 4,749,000 €	4	8.5	103
			4,500,000			

WHY?

1. Accusation of anti-competitive behavior

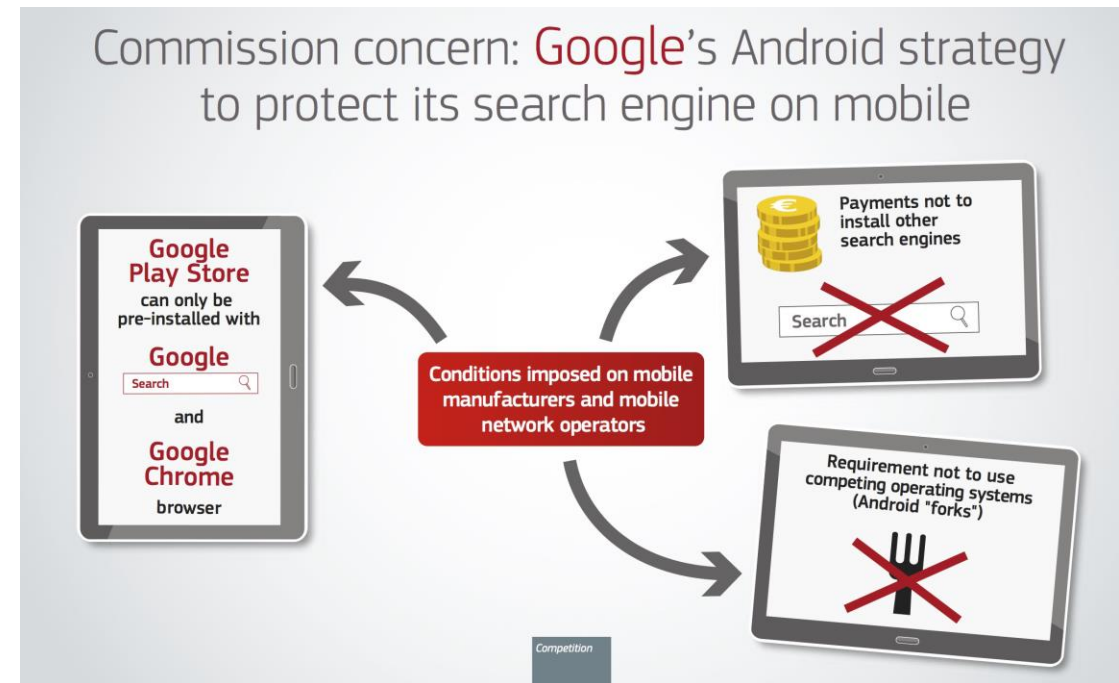
- **11/2010** An antitrust investigation into Google Shopping was opened
- **04/2015** An antitrust proceedings against Android was initiated
- **06/2016** A statement of objections about AdSense was sent



WHY?

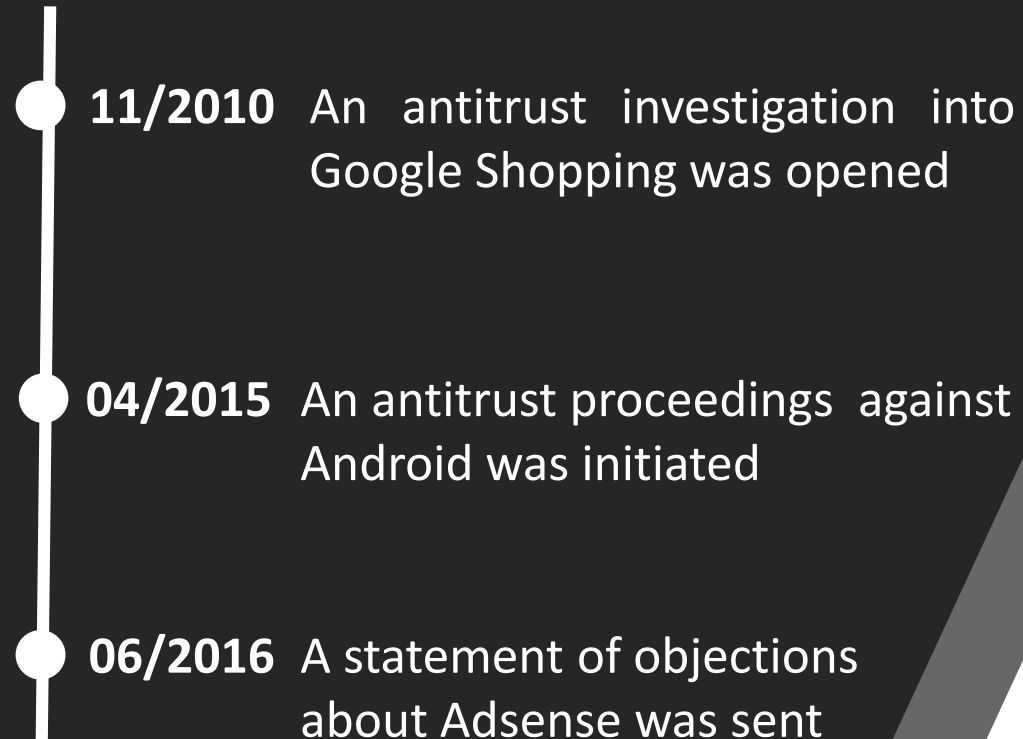
1. Accusation of anti-competitive behavior

- **11/2010** An antitrust investigation into Google Shopping was opened
- **04/2015** An antitrust proceedings against Android was initiated
- **06/2016** A statement of objections about AdSense was sent



WHY?

1. Accusation of anti-competitive behavior

- 
- A vertical timeline on a dark background with a diagonal grey stripe. Three white circular markers are placed on a vertical white line. To the right of each marker is a date and a description of an antitrust event.
- **11/2010** An antitrust investigation into Google Shopping was opened
 - **04/2015** An antitrust proceedings against Android was initiated
 - **06/2016** A statement of objections about AdSense was sent

Google breached EU antitrust rules by imposing following conditions:

- Exclusivity
- Premium placement of a minimum number of Google search ads
- Right to authorize competing ads

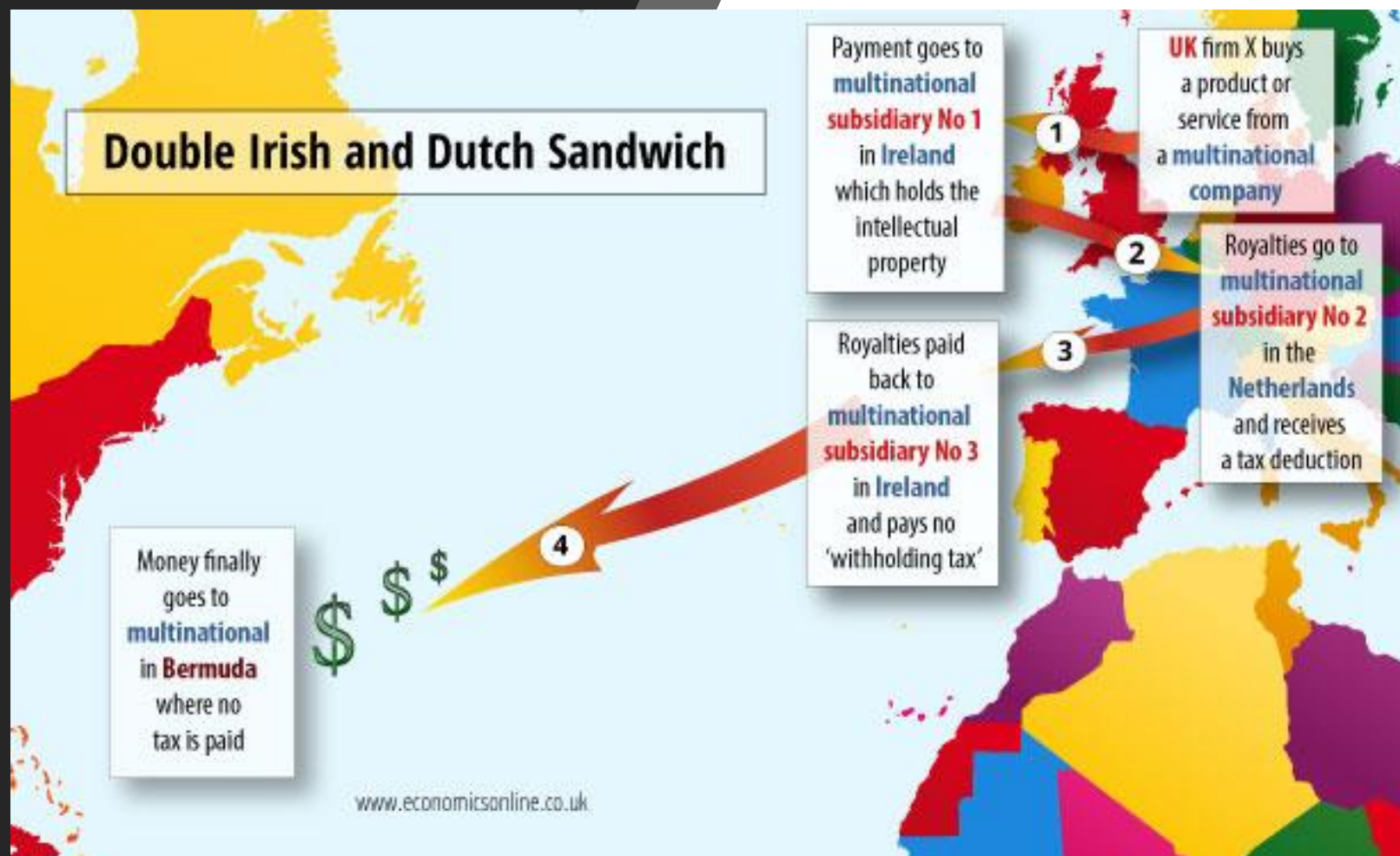
WHY?

2. Tax Avoidance

Corporate Tax

Most European companies: 24 %

Digital firms: under 10%

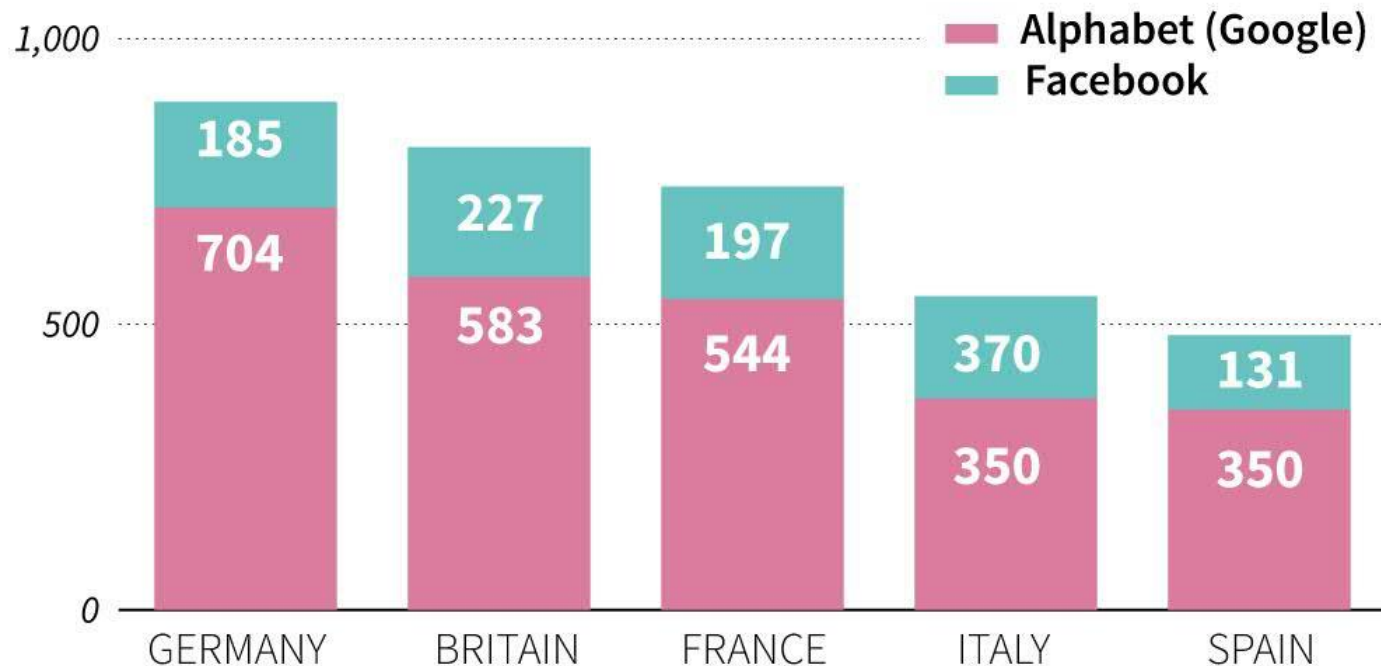


WHY?

2. Tax Avoidance

Internet giants and EU tax revenue loss

Tax revenue loss in millions of euros
2013-2015



Source: EU Tax Revenue Loss From Google and Facebook, Sept 2017, Paul Tang

© AFP

New rules on taxation

1. Slap a 3% tax on revenue generated from digital activities including online advertising and the sale of user data.
2. Tax digital profits where they are generated. The tax would be applied even if companies do not have a physical presence in the country.

HOW?

120 meetings since December 2014

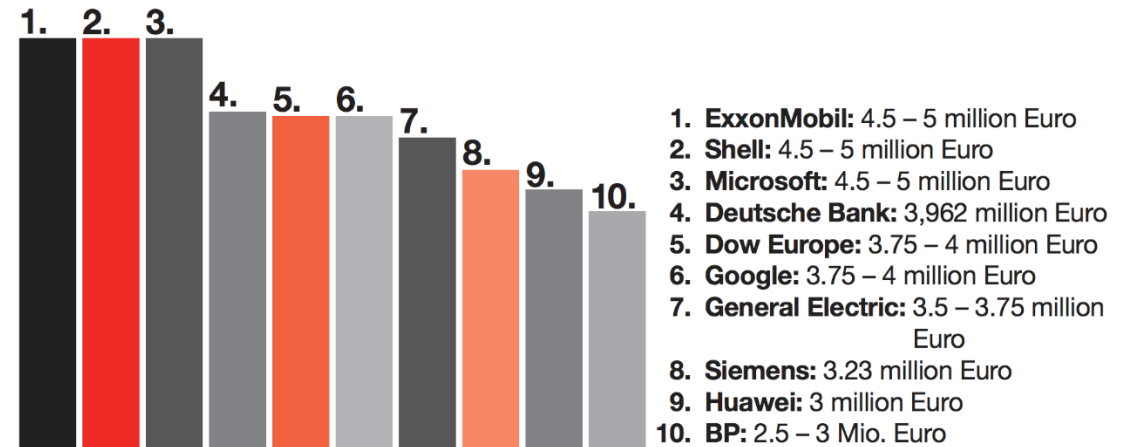
BUSINESS AND TRADE ASSOCIATIONS :

- Amisa2
- BusinessEurope
- DIGITALEUROPE

2013 : **\$1.5** million spent by Google

2014 : **\$4.5** million spent by Google

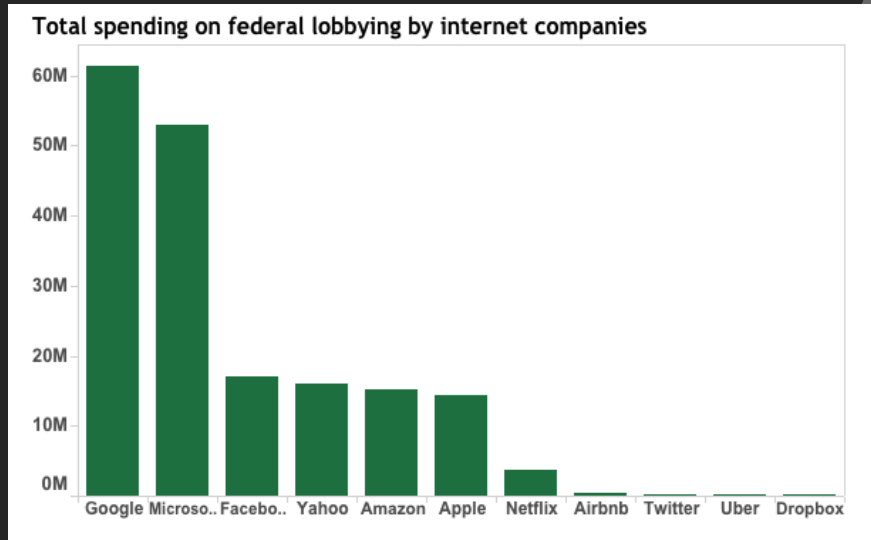
Companies spending the most on lobbying in Brussels
(company's own data)



Source: Corporate Europe Observatory, LobbyControl and Friends of the Earth, Lobbyfacts EU,
<http://lobbyfacts.eu/news/23-06-2015/google-dow-and-deutsche-bank-break-top-10-biggest-corporate-lobbying-spenders>

LOBBYING COST?

5,250,000€ - 5,499,999€
(1 Jan 2016-1 Dec-2016)



Facebook

LOBBYING COSTS:

2,250,000€ - 2,499,999€

Financial year: 1 Jan 2017 - 1 Dec 2017

Amazon

LOBBYING COSTS:

1,750,000€ - 1,999,999€

Financial year: 1 Jan 2017 - 1 Dec 2017

Twitter

LOBBYING COSTS:

50,000€ - 99,999€

Financial year: 1 Jan 2017 - 1 Dec 2017

Apple

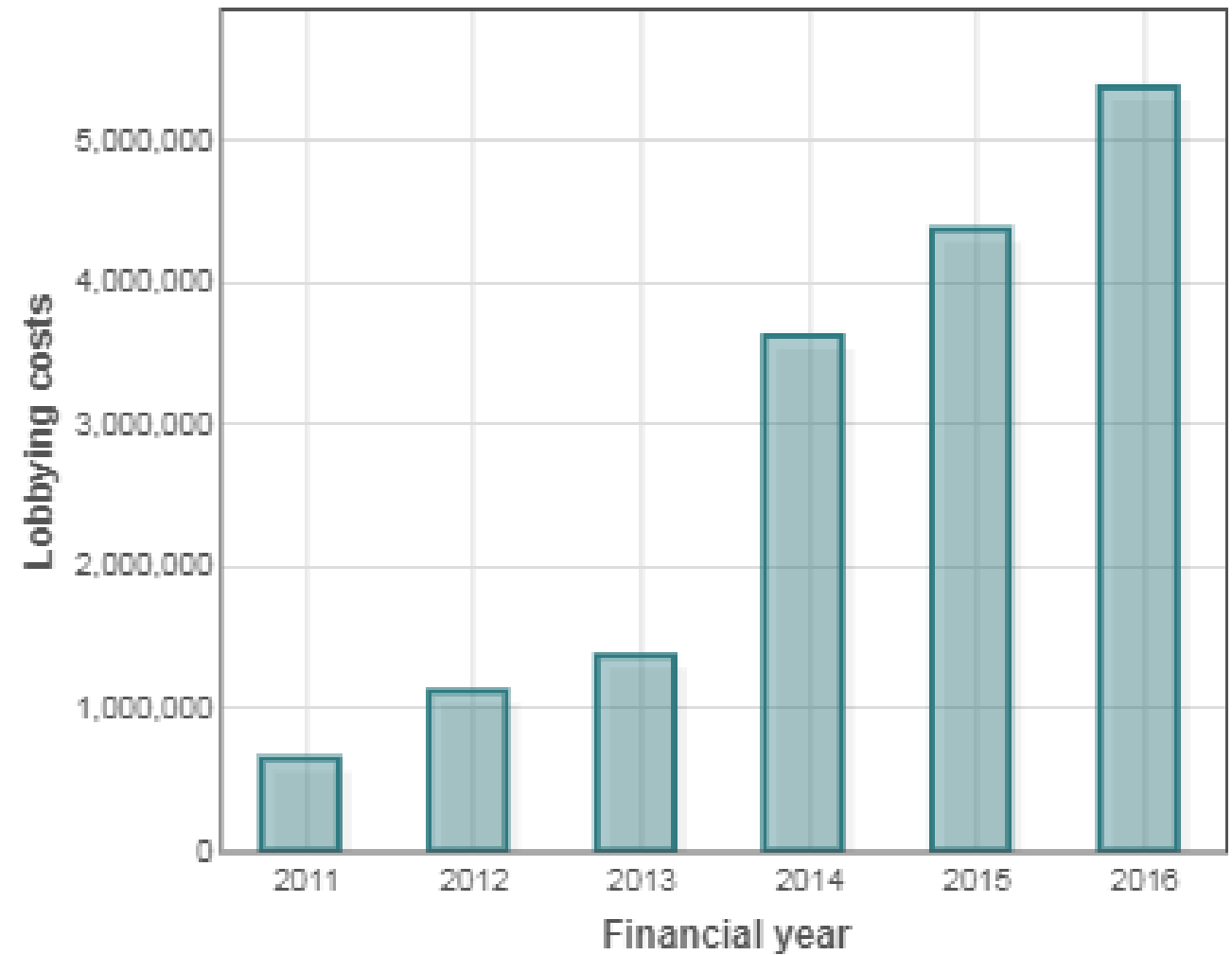
LOBBYING COSTS:

1,000,000€ - 1,249,999€

Financial year: 1 Oct 2015 - 1 Sep 2016

Statistics

LOBBYING COSTS OVER THE YEARS:

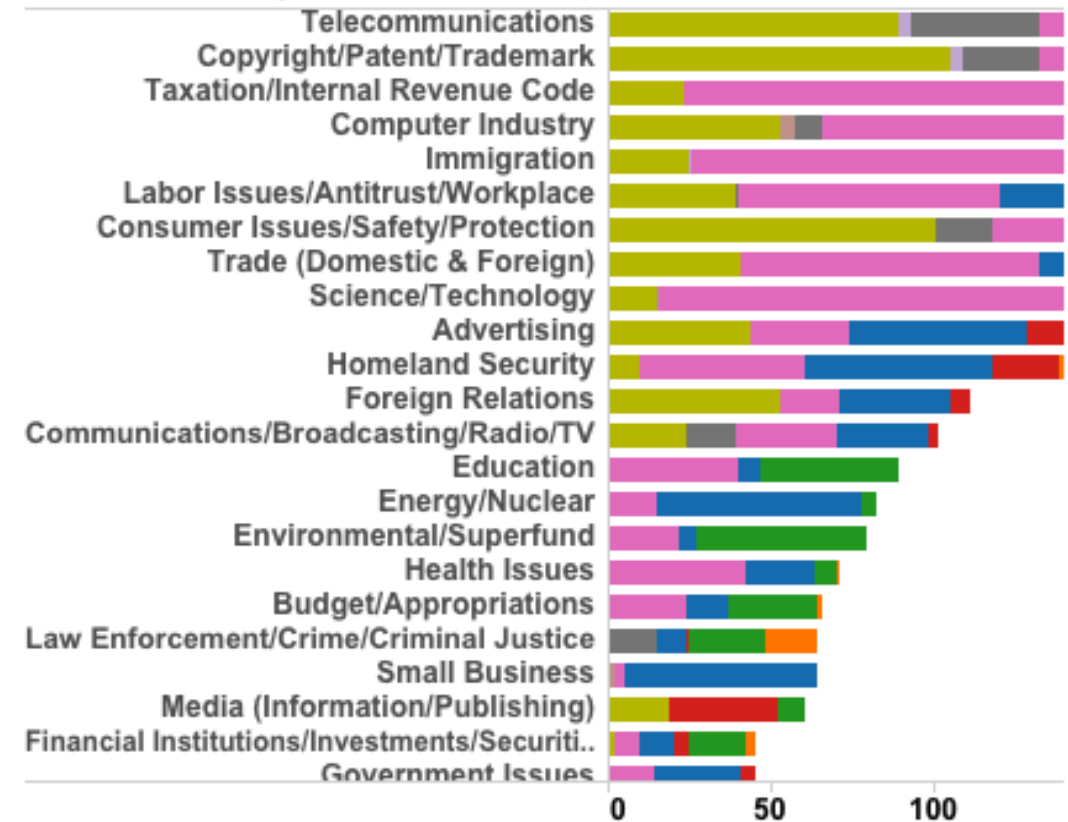


Statistics

Company



Most-lobbied general issues, by number



RESULT/ CONCLUSION



Google's turnover in 2017 : over 100 billion

Google lobbyists are becoming more powerful : contacts in all sectors

Some sentences :

€2.42 million : Illegal advantage about comparison of shopping service

£130 million : Underpayment of UK taxes