



Google

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- American multinational technology company
- Founded by 1998 by Larry Page & Sergey Brin
- Specialize in Internet
- Considered as one of the « Big Four » technology companies

- Google in numbers



98% of Internet search traffic (worldwide)

40,000 requests per second (3,3 billion per day)

4 billion videos viewed on YT per day

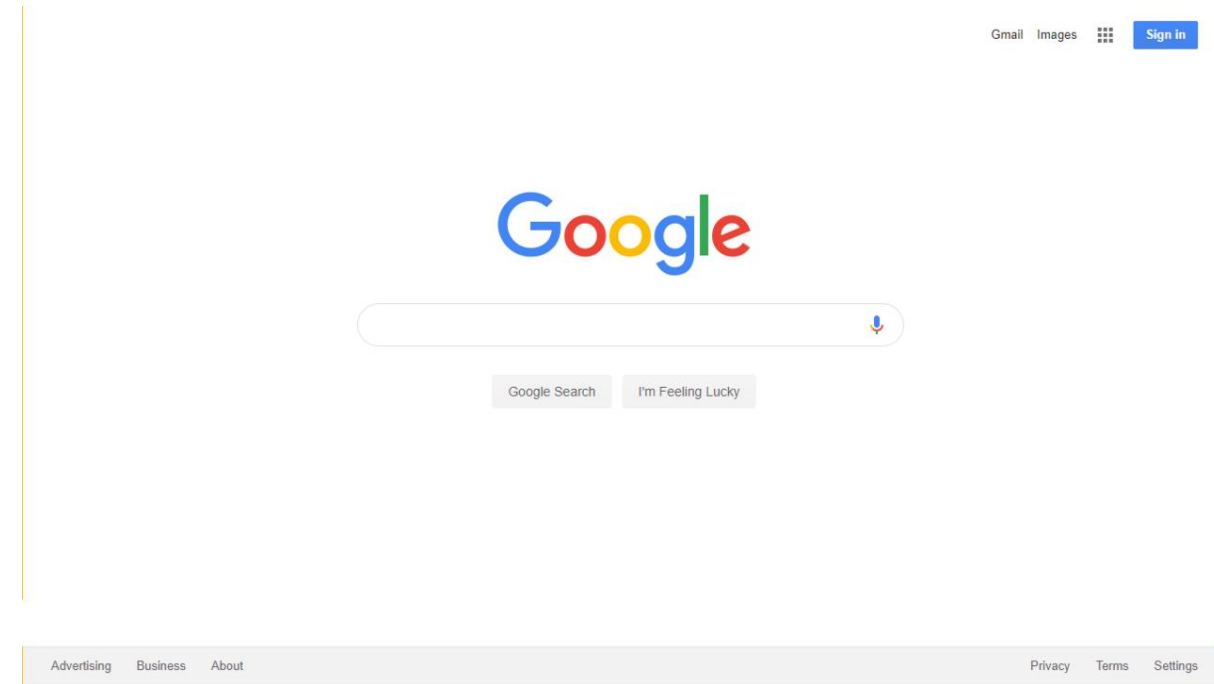
More than 50,000 employees

- Search engine

- Google Search allow users to search information through the use of keywords

- Advertising:

- Google generates most of its revenues from advertising
 - sales of apps, purchases made in-app, digital content products on google and YouTube, android and licensing and service fees
 - \$10.492 billion in total advertising revenues



- Web based services:
 - Email (Gmail)
 - Cloud Storage (Google Drive)
 - Language translation (Google Translate)
 - Video Sharing (Youtube)



- Hardware
 - Nexus one

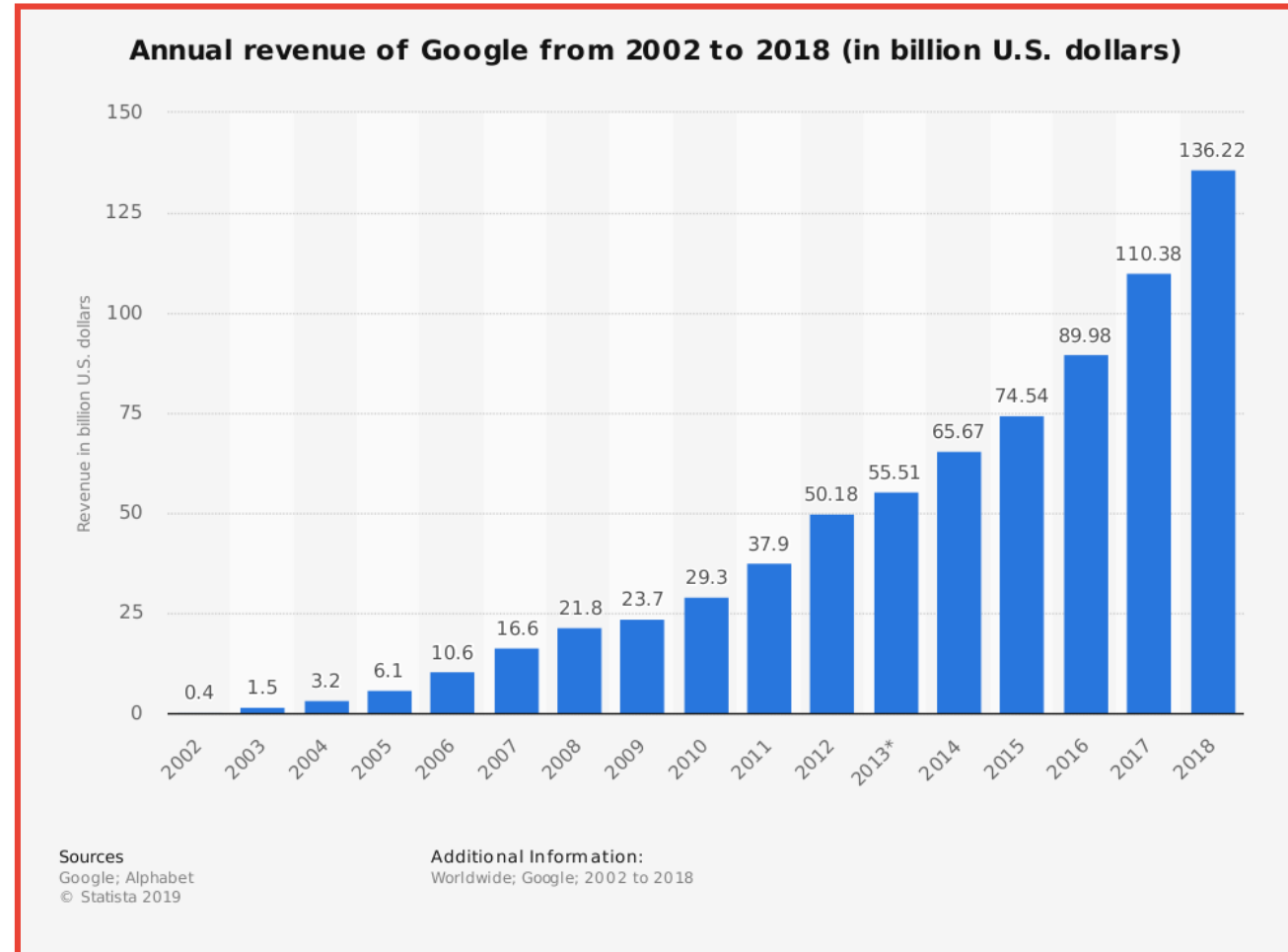
<https://www.youtube.com/watch?v=WEXUBekhD7M>

- Enterprise Services
 - G Suite
 - 24/7 Support

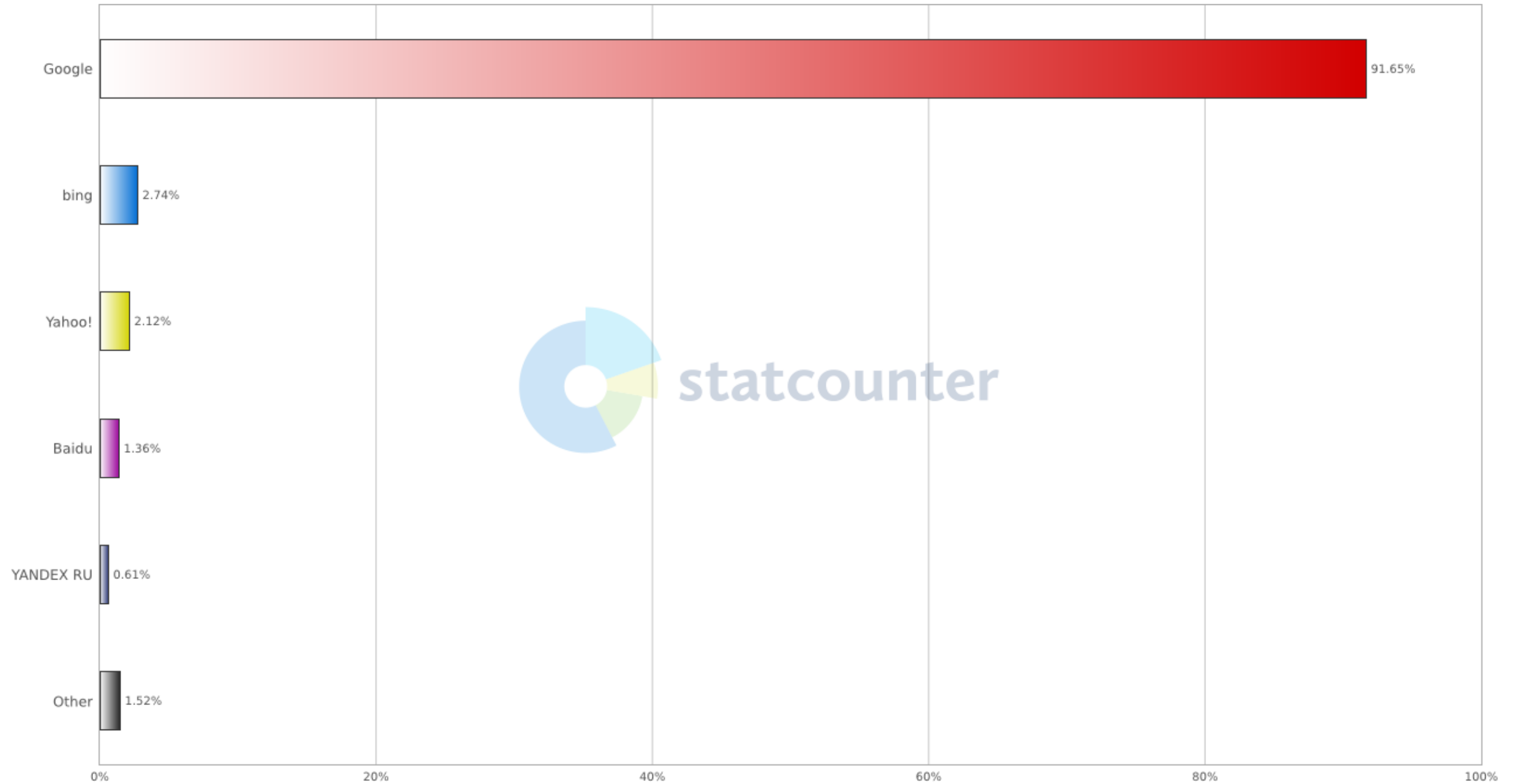




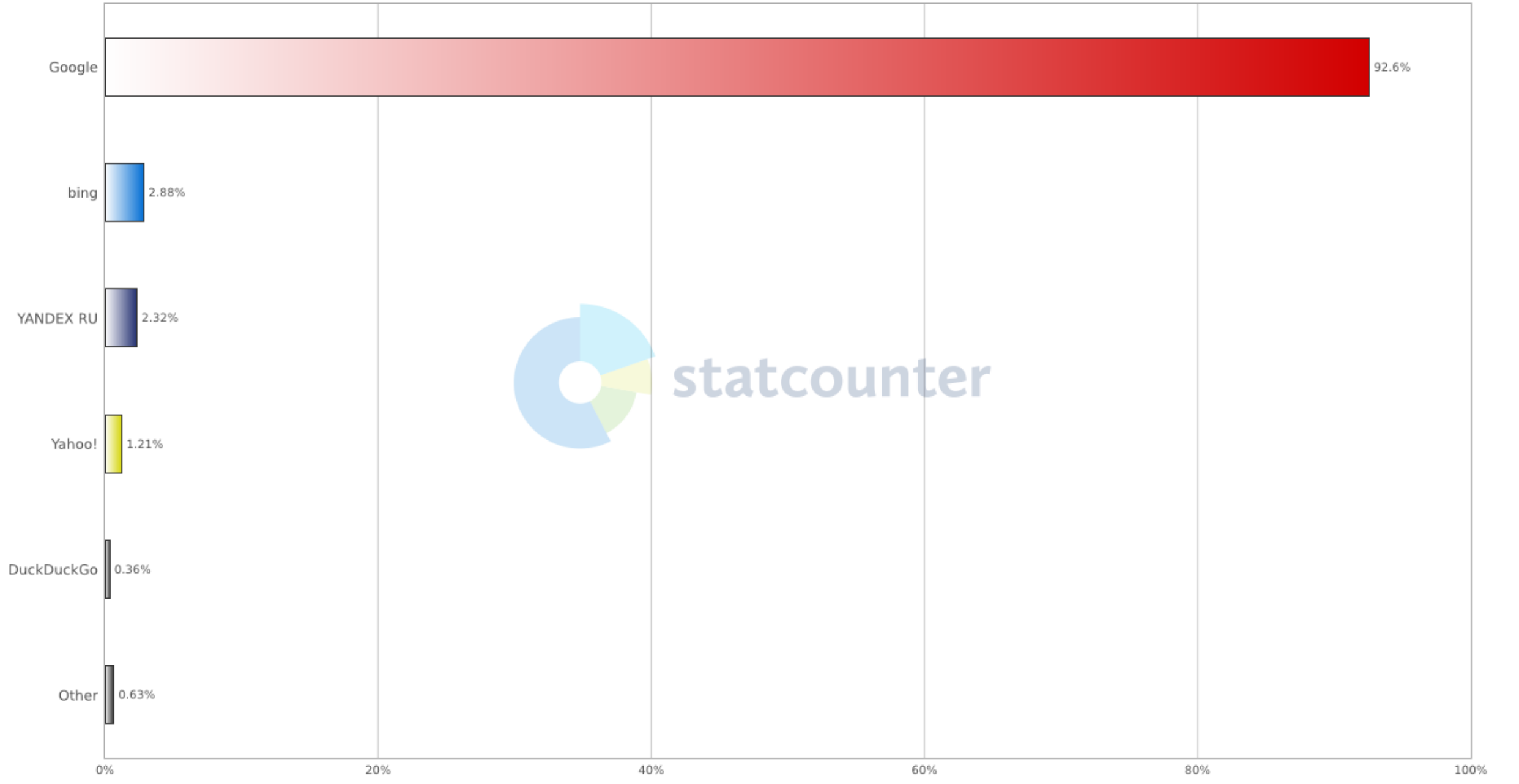
- Google is the largest media owner
- Revenue of 136,22 billion dollars in 2018
- In 2015 google revenue was 75 billion dollars, that means google made 2,4 thousand dollars a second.
- Google has a global market share of 91,65%



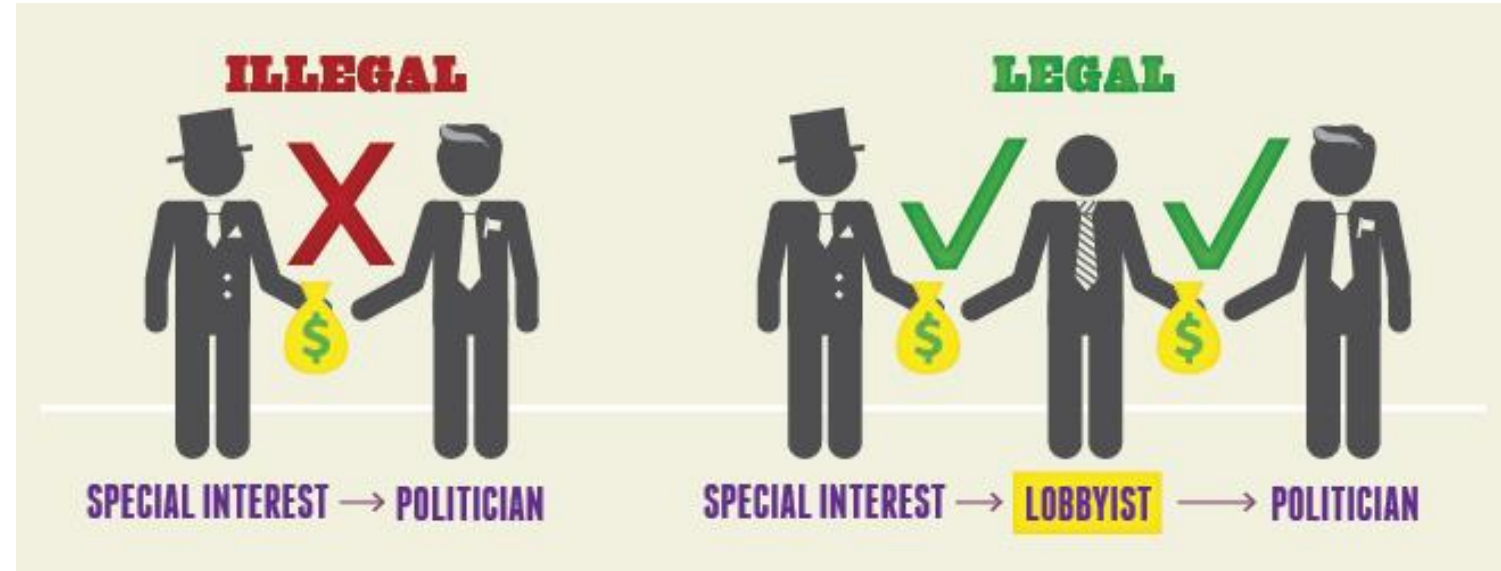
Search Engine Global Market Share



Search Engine Market Share in Europe



- When companies, NGO's, etc, attempt to influence political decisions



Bribing

Lobbying



IN-HOUSE



CONSULTANCY

ASSOCIATION

In-House

15 people involved

8 Lobbyists
with EP accreditation

Lie JUNIUS

Cesare Marco PANCINI

Karl RYAN

Ondrej SOCUVKA

Bartlomiej TELEJKO

Chiara TOMASI

Christian WAGNER

Milan ZUBICEK



Public Policy and
Government
Relations Director

- Employees spending 5% or more of their time under the 25% band
- Plus, a number of experts and executives who only occasionally perform covered activities

Consultancy

spend money for political communication and media

Professional Consultancies	goals	Google covered
Itaka Media	media	below 9,999 €
communication matters Kollmann & Hemmer GmbH	political communication	below 9,999 €
MKC Communications	media	10,000 € - 24,999 €
MUST & Partners	political communication	100,000 € - 199,999 €
Bartholomew Advisors SCS	media	100,000 € - 199,999 €
Kreab	communication	100,000 € - 199,999 €
EU Strategy	advocacy, management	200,000 € - 299,999 €
Political Intelligence	political	200,000 € - 299,999 €

Association

Trade/Professional Associations

AMISA2

Business Europe

Digital Europe

American chamber of Commerce to the European Union (AmCham EU)

The European Digital Media Association (EDiMA)

European Internet Services Providers Association (EuroISPA)

Interactive Advertising Bureau Europe (IAB Europe)

Computer & Communications Industry Associations (CCIA)

Application Developers Alliance (ADA)

Connectivity & Communication Coalition

Bitkom

AMISA2

- breakfast meetings with croissants and coffee
- 17 corporate members
- €4000 for membership fee

BusinessEurope

- 2016, seven-hour lobby fest between the Commission and BusinessEurope
- 26 members spent over €31,789,000

+ NGOs, Think Tanks





6,000,000€ - 6,249,999€

- 01/2017 - 12/2017
- the fourth highest spending corporation when it comes to EU lobbying
- increasing



6,000,000€ - 6,249,999€

In-House

in-house operational expenditure (advocacy costs, marketing, etc)

salaries for lobbyists

operating costs (office and administrative expenses)

Association

representation costs (expenses for taking part in meetings)

Consultancy

204 meetings since November 2014:

3 in 2014	62 in 2015	61 in 2016
36 in 2017	36 in 2018	9 in 2019

Subject	Number of meetings
Copyright	23
Digital Single Market	15
Fake news and disinformation	12
Privacy	11
Data protection	8
Artificial Intelligence	6
Cybersecurity / Web safety / Illegal content / Terrorist content	14

Taxation

Copyright

Digital Single
Market

Privacy /
Data Protection

Tax evasion is
becoming harder
slowly but surely

"Article 13"

No evolution in the
laws for a fair
competition online

GDPR implemented
since 2018

- Google World Market 2019
<https://www.statista.com/statistics/266206/googles-annual-global-revenue/>
https://www.bbc.com/portuguese/noticias/2016/03/160329_google_dinheiro_fn
<http://gs.statcounter.com/search-engine-market-share>
- Search Engine Market Share in Europe 2019
<http://gs.statcounter.com/search-engine-market-share/all/europe#monthly-201803-201903-bar>
<https://techcrunch.com/2019/03/20/google-fined-1-49bn-in-europe-for-antitrust-violations-in-search-ad-brokering/>
- Google's in-house lobbying, lobbying via consultancy, lobbying via association :
 - Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=03181945560-59>
 - Lobbyfacts.eu 2019
<https://lobbyfacts.eu/representative/1d40cdaf822941888d1e6121858bb617/google>
<https://www.lobbyfacts.eu/articles/12-12-2016/google-one-brussels%E2%80%99-most-active-lobbyists>
- Itaka Media : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=250345224302-76>
- Communication matters Kollmann & Hemmer GmbH : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/searchControllerPager.do?declaration=communication+matters+Kollmann+%26+Hemmer+GmbH&search=search>
- MKC Communications : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=111767727595-58>
- MUST & Partners : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=080551814378-33>

- Bartholomew Advisors SCS : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=237791211737-55>
- Kreab : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=1078390517-54>
- EU Strategy : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=42484704423-92>
- Political Intelligence : Transparency Register 2019
<http://ec.europa.eu/transparencyregister/public/consultation/displaylobbyist.do?id=34863197284-43>
- AMIS2 : Corporate Europe Observatory 2019 <https://corporateeurope.org/en/power-lobbies/2016/05/lobbying-over-croissants-and-coffee>
- BusinessEurope_ : Corporate Europe Observatory 2019 <https://corporateeurope.org/en/power-lobbies/2016/11/commission-keeping-company-big-business>
- "How tax evasion will soon become much more difficult for Google", The Huffington Post <https://www.huffingtonpost.fr/2019/01/04/levasion-fiscale-de-google-va-se-complicuer-des-2020-a-23633647/>
- Article 13 and Copyright <https://www.touteurope.eu/actualite/qu-est-ce-que-la-directive-europeenne-sur-le-droit-d-auteur.html>
- European Commission : Digital Single Market <https://www.touteurope.eu/actualite/qu-est-ce-que-la-directive-europeenne-sur-le-droit-d-auteur.html>