Is Google & People?

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Google’s mission is to organize the world’s information and make it universally accessible and useful. Google’s mission statement Do you agree?!

In December 2005, Google paid $1 billion for a 5% stake in Time Warner's America Online (AOL) unit. The implied $20 billion valuation for AOL came as a surprise; JP Morgan had recently valued the unit at $13.7 billion. However, the partnership was important to Google, which had signed a five-year deal to continue providing web search results and search-based advertising to AOL, as it had done since 2002. Google was expected to earn about $600 million in gross advertising revenue from AOL searches in 2005. The share of ad revenue that Google would pay to AOL was not disclosed, but seemed likely to exceed the 85-90% estimated for the prior deal.

FTC/EU&Google: the 4 key points of the investigation

Search bias: by using its search engine, Google would have damaged its «vertical» competitors showing links to its own «vertical» sites, without notifying this to final users.

Scraping: Google would have illegally «copied» materials and information from other «vertical» websites as for example users’ feedbacks for travels, restaurants and hotels (e.g. Trip-advisor, booking.com, Yelp) without any authorization, and used such information for its own «vertical» sites (i.e. Google Travels, Google Maps)

Prejudicial agreements: contractual agreements with independent publishers to favor Google against competitors.

Advertising campaigns’ portability: the EU Commission states that Google would have imposed contractual restrictions to software developers not to use the information obtained on advertising campaigns launched with Google Ads on other platforms.

Will Google Break-up Such As Standard Oil of America?
Lesson from History

EU Commission and many industrial organization analysts believe that if we could separate Google search from the other Google’s commercial services, we would automatically compel the empire of Google to break-up its monopolistic power in the vertical world. But when Federal Trade Commission in the US (FTC) declared that there were not enough evidences towards Google for search bias, decided to end the investigation and Google became sure that substantially its future wasn’t going to be similar to Standard Oil’s breaking-up.

However, European Union might not stand before US jurisdiction. Google case reminds MicroSoft case and the political role of George W. Bush in saving that company.
Google Advertisement strategy is strictly dominant and strongly effects the Searching Ranks World Wide!

Google could punish other web companies in case of disaccord

When TripAdvisor didn’t agree about the use that Google was doing of its clients information, Google simply blinded TripAdvisor from its search engine.

Modern Kidnapping !!

Might Google is the best, even I use Gmail, Drive, Picasa, Hangup, Chrome, Search Engine, Play Store, Google Map and many other vertical products from Google empire but how much its cost for me? my info.?

The Copyright of our Footprint Copyright

The impression left by foot or shoes? No, our impression left by click or push of a button in Chrome or any other Google products! Is it legally copyrightable?

Bottleneck of Google

The point of congestion or Google’s blockage & EU is behind the monopoly of SEARCH and Chrome navigating! Do you think EU could separate it from all other google businesses?

Google Inc. May Be Formally Charged By EU

MEPs back motion suggesting break-up of Google

Google Advertisement Engine!

Google Advertisement strategy is strictly dominant and strongly effects the Searching Ranks. 70% of United State population and 90% of European population used to use Google as their Search Engine. People use Google but unfortunately Google thanks to its Famous Google Algorithm offer them an arrangement that is favored by Google Ad. Engine. Google has many traps to bind, copy and save almost all of the informations from the users.

Google Inc. use all these info. such as a fuel for its Google Advertisement Engine, then one again Google Advertisement strategy strictly effect on the Searching Rank and definite decision of people!

Breaking-up of a Vertical Empire

"In 2011, the European Union Commission started the investigation against Google for abuse of dominant position. January 2013, the Federal Trade Commission in the US (FTC) declared that there are not enough evidences towards Google for search bias and decided to end the investigation. November 2014, The EU parliament voted in favor of a resolution to ask the EU Commission to consider the separation of Google search from the other Google commercial services. Finally in April 2015, EU Commission notified the opening of an investigation against Google for market abuses on search bias to favor its own vertical shopping sites (e.g. Google Shopping)."

* From “The Google Case” by Prof. Carlo Cambini; Politecnico di Torino; 2015