DMA Enforcement Workshops

Alphabet

Brussels, 1 July 2025

Agenda (part 1)

9:00-9:30	Registration/coffee
9:30-9:40	Introductory remarks by the Commission
Update on first year of DMA compliance – 1st part	
9:40-9:55	Presentation by the Commission on the regulatory dialogue with Google
9:55-10:40	Presentation by Google on the main evolution and effects of the compliance measures 1. ***Google Android:*** • *Choice screens, changes to defaults and uninstallation* • *Alternative app distribution* • *Interoperability* 2. ***FRAND access to Google Search***
10:40-11:20	Q&A on the presentation and open discussion
11:20-11:40	Coffee break
AI solutions in Google Services and DMA compliance	
11:40-11:45	Introductory remarks by the Commission
11:45-12:15	Presentation by Google AI solutions in Google Services and DMA compliance
12:15-12:45	Q&A on the presentation and open discussion

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Agenda (part 2)

12:45-13:45	Lunch break
Update on first year of DMA compliance – 2nd part	
13:45-13:50	Presentation by the Commission on the regulatory dialogue with Google
13:50-14:20	Presentation by Google on the main evolution and effects of the compliance measures 1. Data related measures across different Google services 2. Access to Google Search data
14:20-14:50	Q&A on the presentation and open discussion
14:50-15:15	Coffee break
"How to do" Session – Data Portability API	
15:15-15:20	Introductory remarks by the Commission
15:20-15:50	Presentation by Apple on technical details of **data portability** API
15:50-16:30	Q&A on the presentation and open discussion
16:30-16:45	Concluding Remarks by the Commission

European Commission

Rules of engagement

- No reference to ongoing or past proceedings
- No attacks; questions should remain polite and constructive
- The Commission will moderate the discussions. Its role will be to steer the discussion
- The Commission will not provide legal interpretations / take any positions
- No sharing of business sensitive information
- Goal is to hear stakeholders' feedback on the concrete compliance solutions
- We may not be able to take all comments and questions. Any further observation can be sent to EC-DMA@ec.europa.eu

Rules for the Q&A

- When taking the floor always state your **name and organisation** (in room and via **slido**)
- Anonymous questions on **slido** will not be discussed
- Questions and comments should be
  - **clear and short = 2 min max**
  - **relevant and on-topic of the specific DMA obligation**
  - **constructive**
- **One question or comment** per intervention

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Presentation by the Commission on the ongoing regulatory dialogue – Part I

Easy change of defaults and uninstallation requirements on Android OS and Chrome

- **Main objectives – Easy default switching and apps uninstallation (Art. 6(3))**
  - Enable users to change default settings:
    - Raise awareness of the power of the defaults;
    - Remove biases;
    - Allow for an easy change of default.
  - Enable users to easily uninstall pre-installed apps, so that they can choose apps which appear on their devices.

Easy change of defaults and uninstallation requirements on Android OS and Chrome

- **Main areas of regulatory dialogue:**
  - **Choice screen:**
    - Changes to browser and OSE choice screens (e.g. full randomisation, information snippets, a new blocking experience).
    - Rollout on existing devices, including on older devices.
    - Prominent placement (e.g. hotseat).
  - **Other default settings**: checking that all Alphabet's default services & products can be easily changed and propagate to all access points
  - **Un-installation**: checking that apps are effectively removed from the operating system when un-installed.

Interoperability

Main objectives of Article 6(7)

- Art. 6(7) DMA mandates a level-playing field when it comes to access to features controlled or accessed by Android OS.

Main areas of regulatory dialogue

- The Commission is in regulatory dialogue with Alphabet regarding interoperability for providers of AI-based services, including virtual assistants, under Art. 6(7) DMA

Alternative App Distribution

Main objectives and areas of regulatory dialogue - Art. 6(4)

- Article 6(4) notably enables the installation and effective use of third-party apps or app stores on Android OS

- The Commission has an ongoing dialogue with Alphabet to ensure compliance with Article 6(4)

- Areas of focus are:
  - the end user journey to install/use third-party apps or app stores

  - the necessity and proportionality of security measures taken by Alphabet

FRAND access to Google Search

Main objectives and areas of regulatory dialogue - Art. 6(12)

- Article 6(12) requires Gatekeepers to publish:
  - *fair, reasonable, and non-discriminatory* conditions of access for business users of app stores, search engines, and social networks;
  - Alternative dispute settlement mechanism ('ADSM').

- Regulatory dialogue with the Commission focused on:
  - General conditions of access to Google Search
  - ADSM for Google Search

- The Commission continues dialogue with Alphabet, discussing any feedback we receive from interested third parties (i.e. news publishers)

Session 1 - Presentation by Google on the main evolution and effects of the compliance Measures – Part I

Google

DMA Compliance Workshop 2025

1 July 2025

With you today…

Clare Kelly

EMEA lead for
Competition Advisory

Oliver Bethell

Global Lead for
Competition Advisory

We believe we've been the most engaged Gatekeeper…

Looking just at Articles 5(4), 6(5) and 6(9) across 2024 and thus far in 2025 we've conducted **over 250 meetings and over 30 workshops** with business users.

… and we'll keep listening to your feedback in 2025

We made lots of changes in 2024…

Updates to our state-of-the-art choice screens to reflect industry feedback

Data shows that users are exercising informed choices based on our consent screens

New dedicated interoperability request form

New business user data access request channels

New Search dataset pricing, samples, &privacy-safe data recovery techniques

New Google Search conditions of access &ADSM

New DPAPI features / data portability improvements

… we'll keep experimenting and iterating in 2025 and beyond

What are we covering today?

Session 1

1. Google Android and Chrome:
    - 1.1 Choice screens, changes to defaults and uninstallation
1. Google Android:
    - 2.1 Alternative app distribution
    - 2.2 Interoperability
1. FRAND access to Google Search

Session 2: AI solutions in Google Services and DMA compliance

Session 3

1. Data related measures across different Google services (5(2), 6(9) and 6(10))
2. Access to Google Search data

Session 4

6. Art. 6(9) - Data Portability API Demonstration

Session 1

Update on first year of DMA compliance:

Main evolution and effects of the compliance measures

1. **Google Android and Chrome:**
   1.1 Choice screens, changes to defaults and uninstallation
1. **Google Android:**
   2.1 Alternative app distribution
   2.2 Interoperability
1. **FRAND access to Google Search**

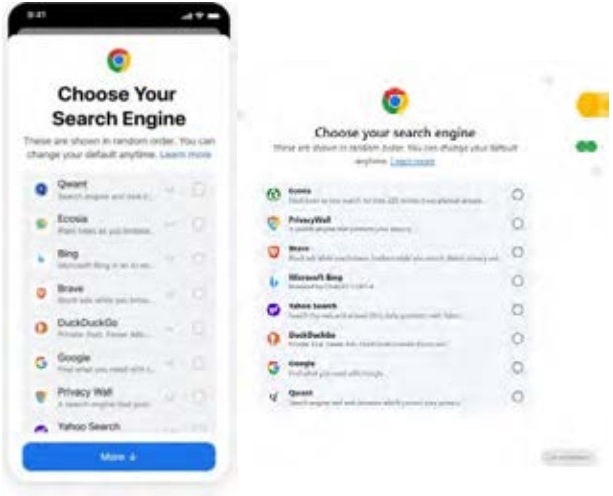
Main evolution and effects of the compliance measures for Google Android and Chrome:

1.1 Google Android & Chrome: Choice screens & changes to defaults and uninstallation

We implemented state-of-the-art choice screens for OSEs and browsers in March 2024

Browser & OSE choice screens on Android

OSE choice screens in Chrome (mobile & desktop)



We designed and implemented choice screens reflecting discussions with the **Commission** & **industry**:

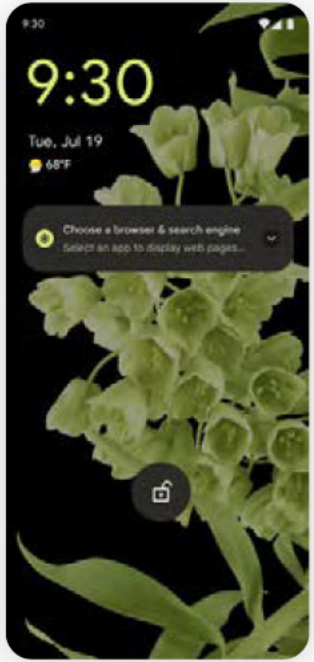
- Shown during device setup on Android, and first run on Chrome on non-Android
- Non-skippable
- Neutral design; no Google branding
- Browser choice screen on Android not shown if 3P default
- OSE choice screen in Chrome not shown if 3P OSE default
- Forced scrolling to reveal all options before choice
- Selected 3P app downloaded automatically
- Per-device choice screen

We further adjusted our choice screens to reflect additional industry feedback

June 2024

Directly visible **descriptions**
(*vs* revealed via chevron)

Fully **randomized** lists of providers
(*vs* stratified 5+7 list)



April 2024

On existing devices, persistent choice screen notification complemented with a **blocking experience** to increase user engagement

Choice screen coverage has grown significantly

At end of May 2025, choice screens have shown on

472 million devices

The number will continue to grow.

Android enables uninstallation of apps and easy default switching

1

All apps on Android can be uninstalled

2

Android always enables easy default switching

Our goal is to surface default choices in the most intuitive and user-friendly way, so that users make their default choices when they are more likely to be more engaged and informed.

Users can change their default settings through several places on Android:

Device settings menu

Disambiguation boxes

In-app prompts

Main evolution and effects of the compliance measures for Google Android:

2.1 Alternative App Distribution

Developers have broad freedom to distribute their apps on Android

Android's open model supports a wide range of app distribution channels that are popular with developers: **82% of Android devices have downloaded at least one app from a source other than Play.**

Sideloading

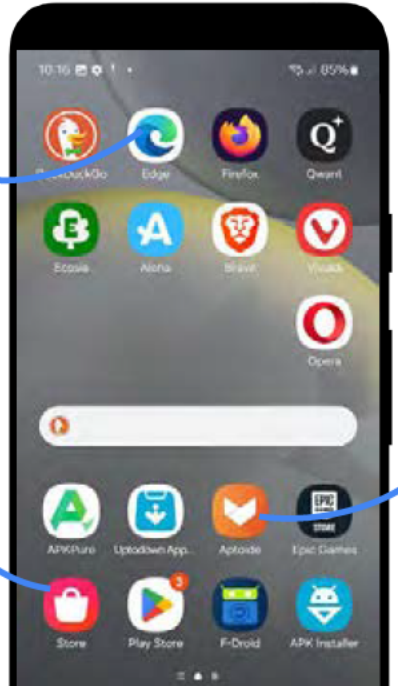
Users can download apps and app stores directly from the Internet, or via other sources such as messaging or app transfer apps.

More than 50% of Android users have sideloaded apps

Preinstallation

Developers can strike deals with OEMs or carriers for their apps/app stores to be preinstalled (e.g. Epic recently agreed preload deals with Telefónica).

OEMs have preinstalled a non -Chrome browser on 70% of European Android devices



3P app stores

Developers can distribute their apps through a wide range of other third-party app stores.

46% of developers distribute through multiple Android app stores

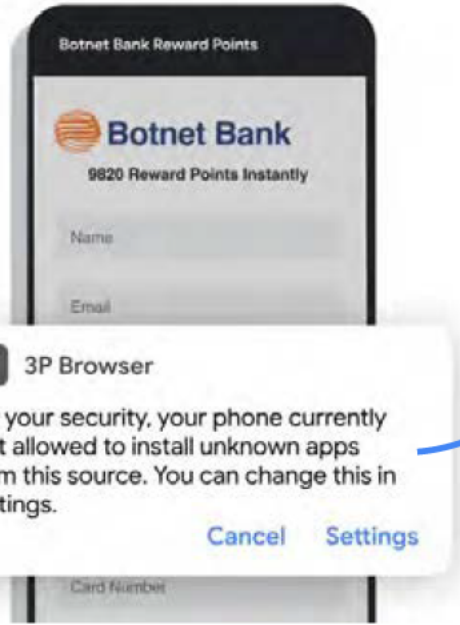
2/3rds of Android devices have a non -Play app store preinstalled

Android applies proportionate safety measures for sideloading

Sideloaded apps are a **serious attack vector** for malicious actors, because they bypass Play's multi-layered review: sideloaded apps contain **50x** more malware than Play apps.
Practically every cybersecurity agency, incl. **Europol**, recommends that users don't sideload.

To ensure users are informed when they sideload apps, Android requires a **one time prompt** the first time a new download source attempts an app install

The prompt asks the user whether they want to allow the source to install apps



Once the user grants the permission, the prompt does not appear again for that source

Any other warnings shown are at the discretion of browsers and OEMs

Main evolution and effects of the compliance measures for Google Android:

2.2 Interoperability

Android is interoperable by design

Android is fully interoperable by its design for first-party and third-party products and services alike.

App and hardware developers can access and interoperate with Android devices in the same way as Google's apps and hardware, free of charge.

Browsers

Developers on Android are free to use Google's open-source browser engine, Blink, or third-party browser engines such as Gecko or WebKit. Blink is developed in the public open source repository.

Connected devices

Developers and manufacturers have access to open APIs for seamless device discovery, use of peer-to-peer technologies, notifications, etc.

App stores

On Android devices, developers are free to distribute their apps through a wide range of app stores, developed by Google and third parties. All app stores have access to the same Android functionality.

Mobile wallets

Mobile wallets - whether Google's or a third party's - have full access to the features required to carry out safe and secure tap-to-pay transactions.

Virtual assistants

VAs - whether Google's or a third party's - have the same access to Android APIs to interact with other apps, the device and connected devices.

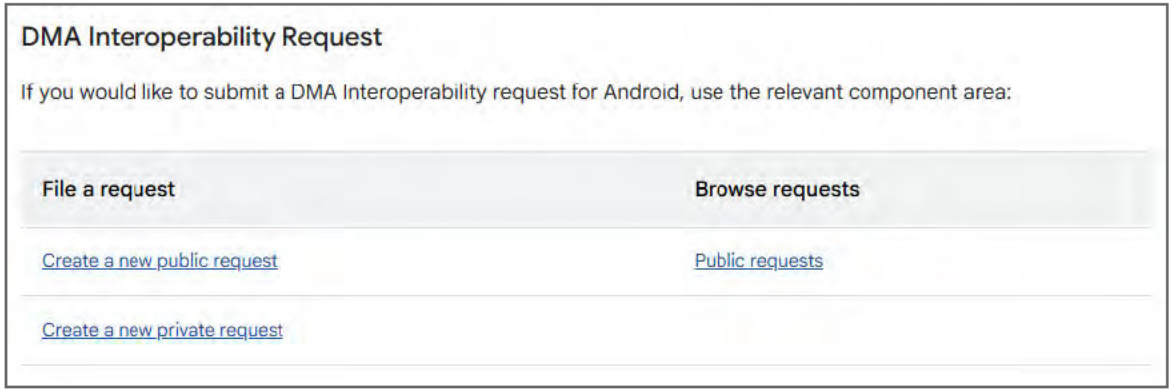
Android's interoperability facilitates a wide range of connected devices, apps and other services

Android provides the necessary APIs for third-party apps and devices to interoperate with Android hardware and software features, and provide seamless experiences for:

- **Notifications** (*e.g.*, Notification Listener APIs enable apps to receive notifications, apply any processing, and enable rich experiences on companion devices over any connectivity medium)
- **Setup, pairing & control** (*e.g.*, APIs for Bluetooth, Bluetooth Low Energy, Wi-Fi Aware/Direct, and Proximity Technologies including UWB, NFC, WiFi RTT, and Bluetooth Channel Sounding)
- **Communications** (*e.g.*, APIs for high speed peer-to-peer data transfer including via Wi-Fi Aware and Direct)
- **Productivity experiences** (*e.g.*, "APIs for casting, settings, and camera access for scanning)
- **Payments** (APIs for NFC and HCE technology, both on Android devices and connected devices)

Google has implemented a dedicated interoperability request portal

- Google has a **dedicated portal** where Android app and hardware developers can raise questions and file requests related to interoperability.
- Google is fully **transparent on interoperability.** Requesters can decide to make their interoperability requests public, enabling others to comment and upvote them. At the same time, Google offers means for protecting confidential information.



IssueTracker

Developers can file a request easily through IssueTracker

Main evolution and effects of the compliance measures for:

3. FRAND Access to Google Search

Access to Search is open and free

1. Google is open to all businesses for free.

2. Google does not require websites to enter into any commercial contracts or to pay anything to gain access to Search.

How to get access to Search

Google shows sites and information from its index in search results.

Google pro-actively collects information about businesses via crawling and other methods that it then includes in its index.

Businesses can increase the chances that Google discovers their businesses and the relevant information on their websites by:

- Structuring websites in crawler-friendly way
- Providing a sitemap
- Using markup for relevant portions of the website
- Uploading information about a business via Google Business Profile
- Providing data feeds for rapidly changing information (e.g., news, flight prices)

More information on this is available on Google Search Essentials.

Google published conditions of access to Search

Transparent Access Conditions

In response to the DMA, Google published formal conditions of access that are available on Google's developers support site:

developers.google.com/search/help/dma-access-conditions

The Conditions of Access for site owners cover the following main points:

- Access to Google Search is free.
- Site owners need to implement the minimum technical requirements for crawling and indexing websites.
- Site owners can access an Alternative Dispute Settlement Mechanism (ADSM), which we have established in response to the DMA, to resolve disputes related to access to Search:
  - **Step 1**: Disputes will go through Google's internal appeals process.
  - **Step 2**: If eligible disputes are unable to be resolved through the internal process, these will proceed to mediation via CEDR.

Q&A

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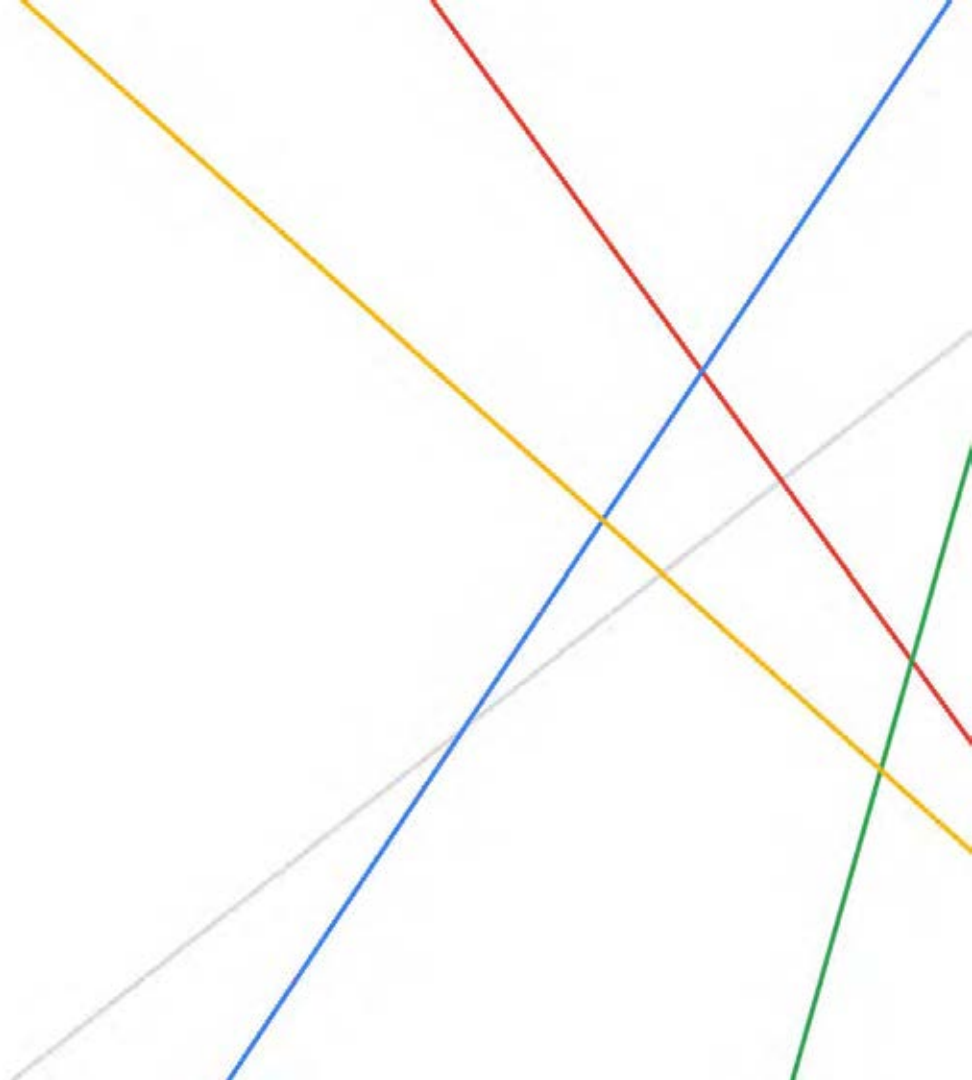
Coffee break

Session 2 – AI solutions in Google Services and DMA compliance

AI solutions in Google Services and DMA compliance

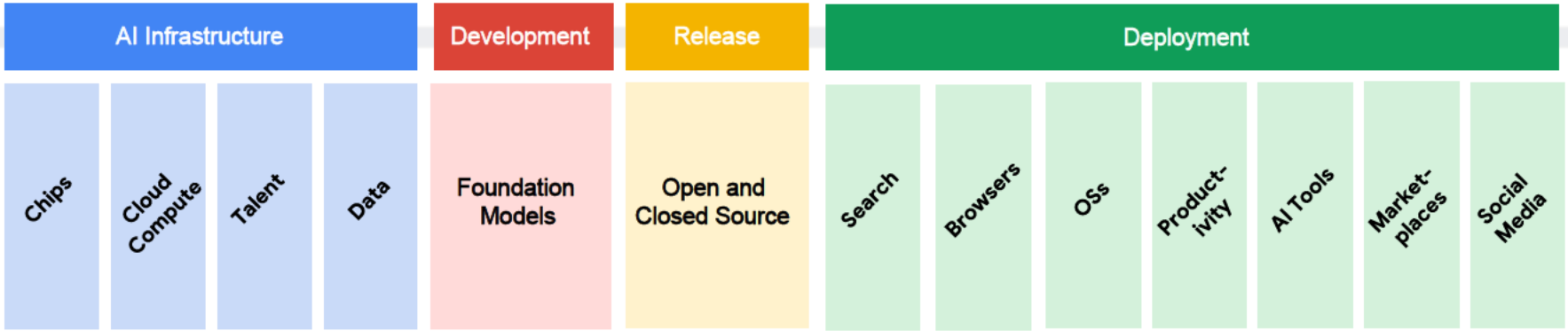


What is AI?

Artificial Intelligence (AI) is a set of technologies or systems that enable computer programs or machines to think, learn and take actions without being explicitly pre-encoded with commands.

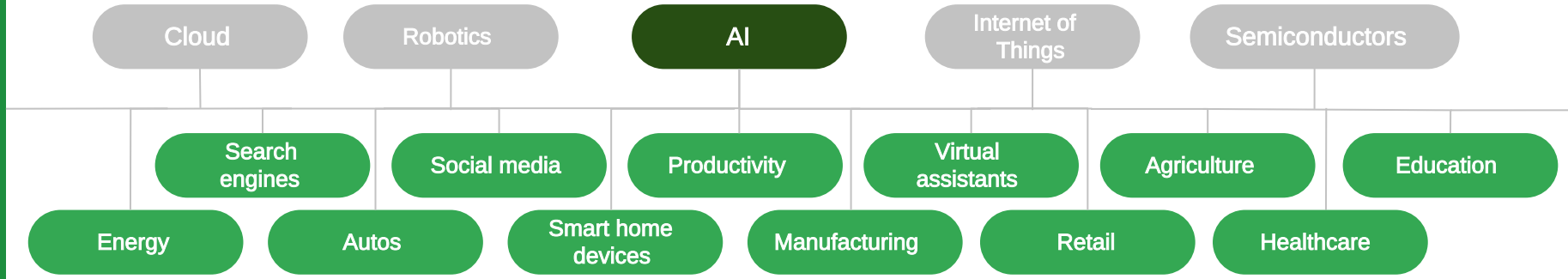
AI can be thought of as the development of computer systems that can perform tasks autonomously by processing information, recognizing patterns, and making predictions based on data at scale.

"AI" is an umbrella term, and can be used to describe technologies and inputs at various levels of the value chain:

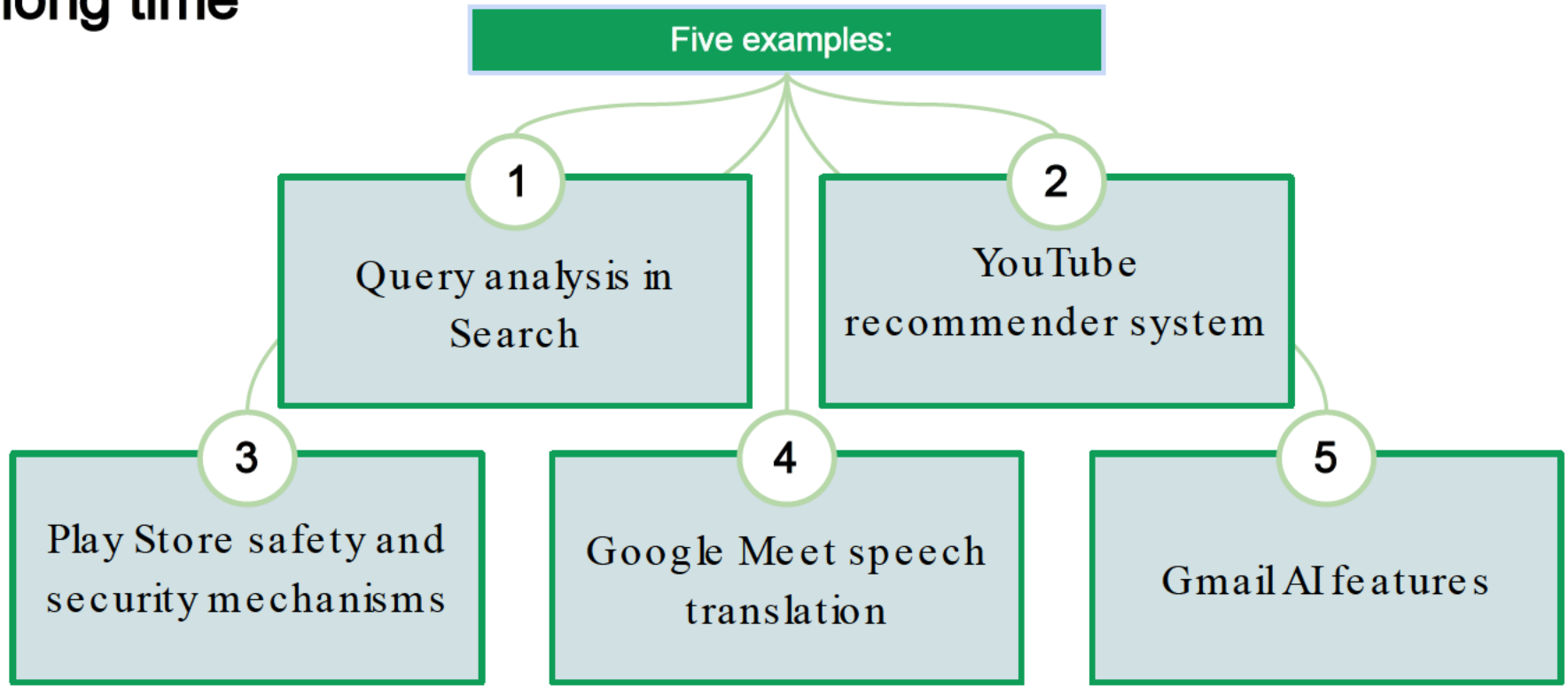


AI is a technology not a product

Virtually any modern, sophisticated digital product incorporates AI technologies to better anticipate and serve consumer demands:

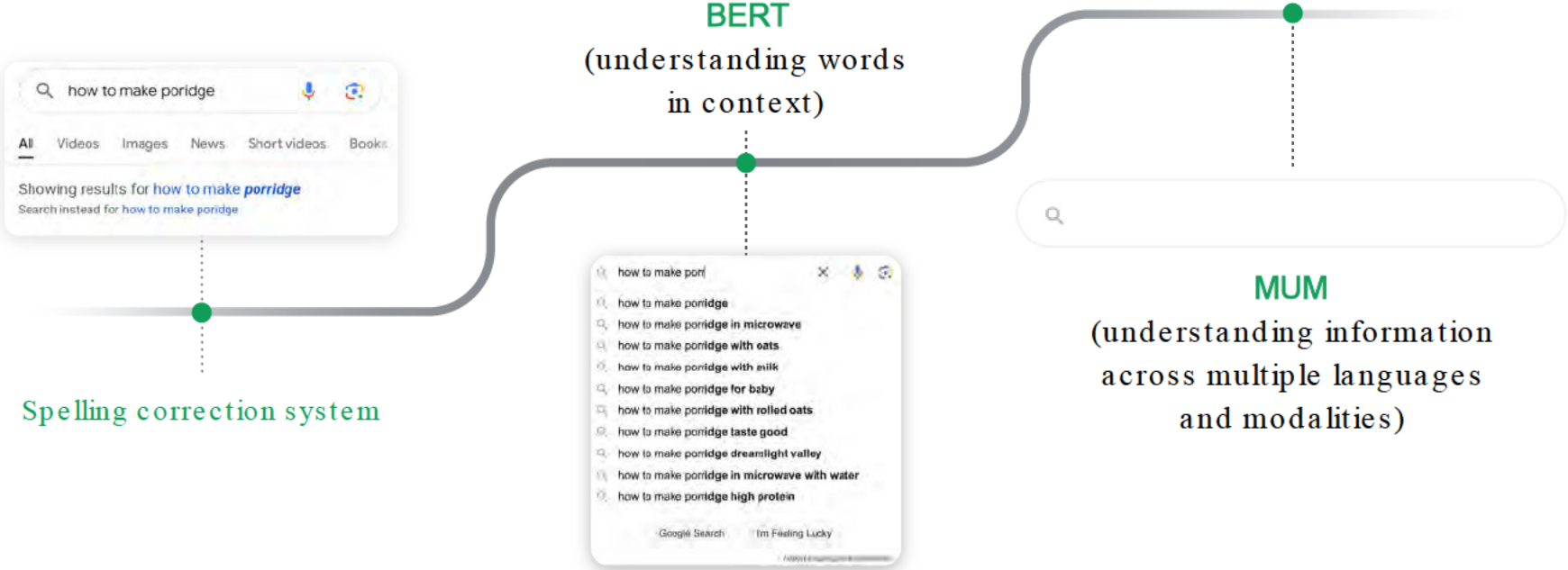


Google has used AI technologies in its products for a long time



Example 1: Query Analysis in Search

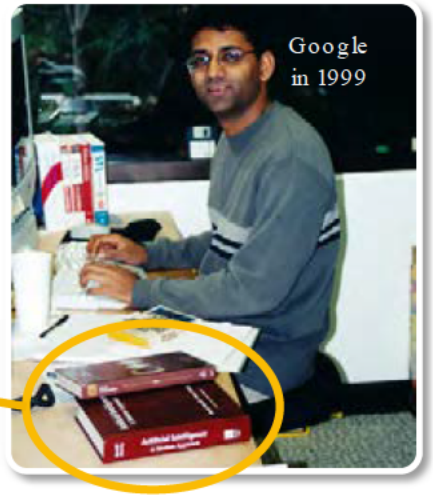
For decades, Search has been using AI to analyze queries



How query analysis and retrieval works

Query analysis has come a long way from simple word matching - Google deploys machine learning systems to assist with spelling mistakes, synonyms, multimodal queries, etc.

AI has long been an integral part of query analysis and retrieval.
Most recent advances include:



2015

RankBrain

Our first deep learning system, which helped us understand how words relate to concepts.

2018

Neural matching

Helped us to better understand how queries relate to pages.

2019

Bidirectional Encoder Representations from Transformers (BERT)

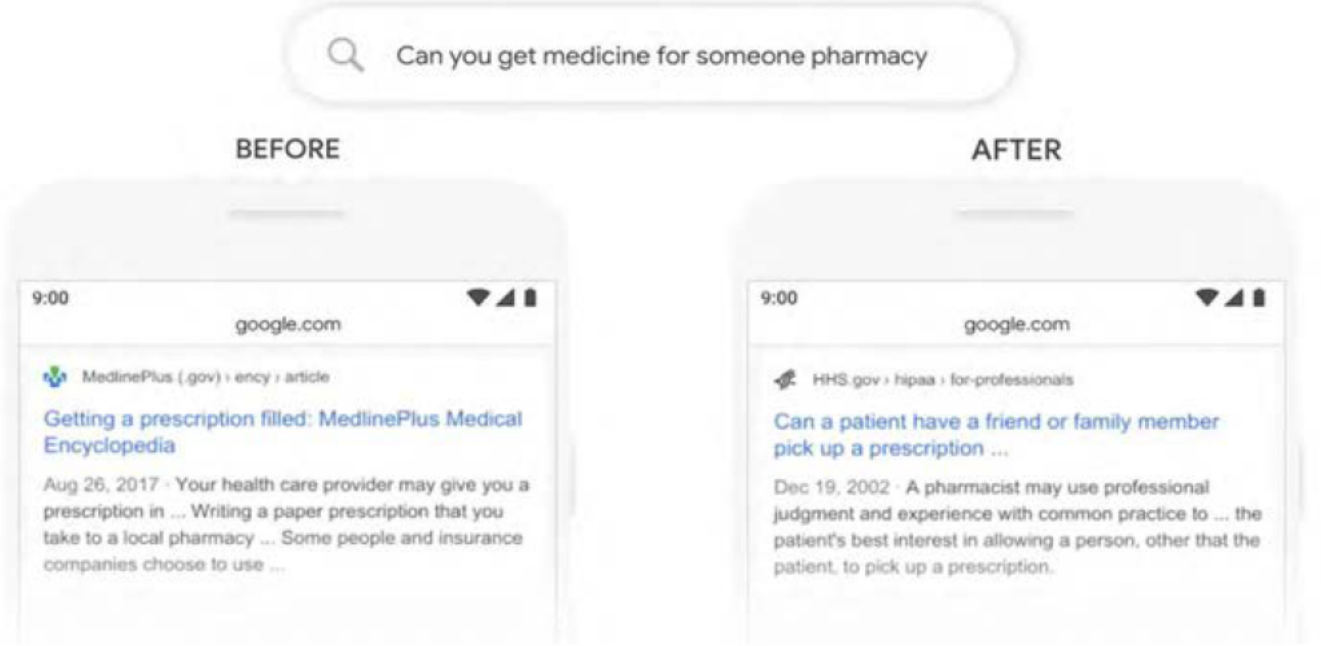
Helped us to understand how combinations of words express different meanings and intents.

2022

Multitask Unified Model (MUM)

Helped us to better understand and generate language.

How BERT improved Google's query analysis and retrieval

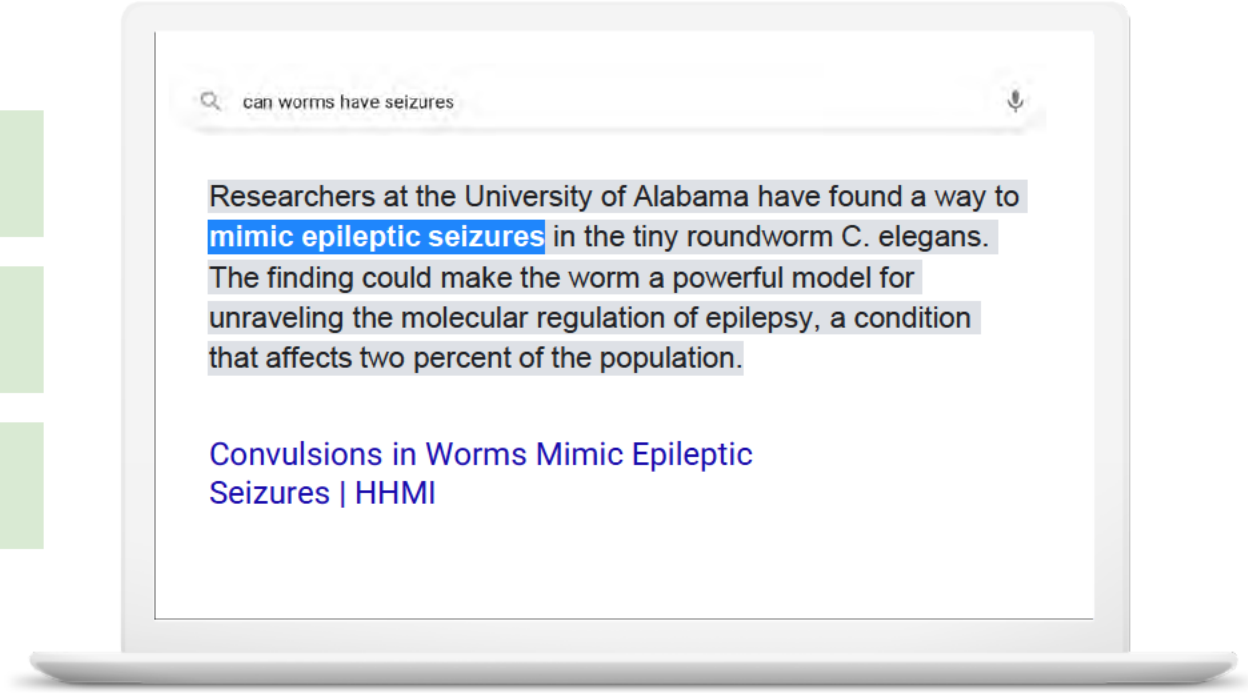


How MUM improved Google's query analysis and retrieval

1000X more powerful than BERT

Understands and generates human language

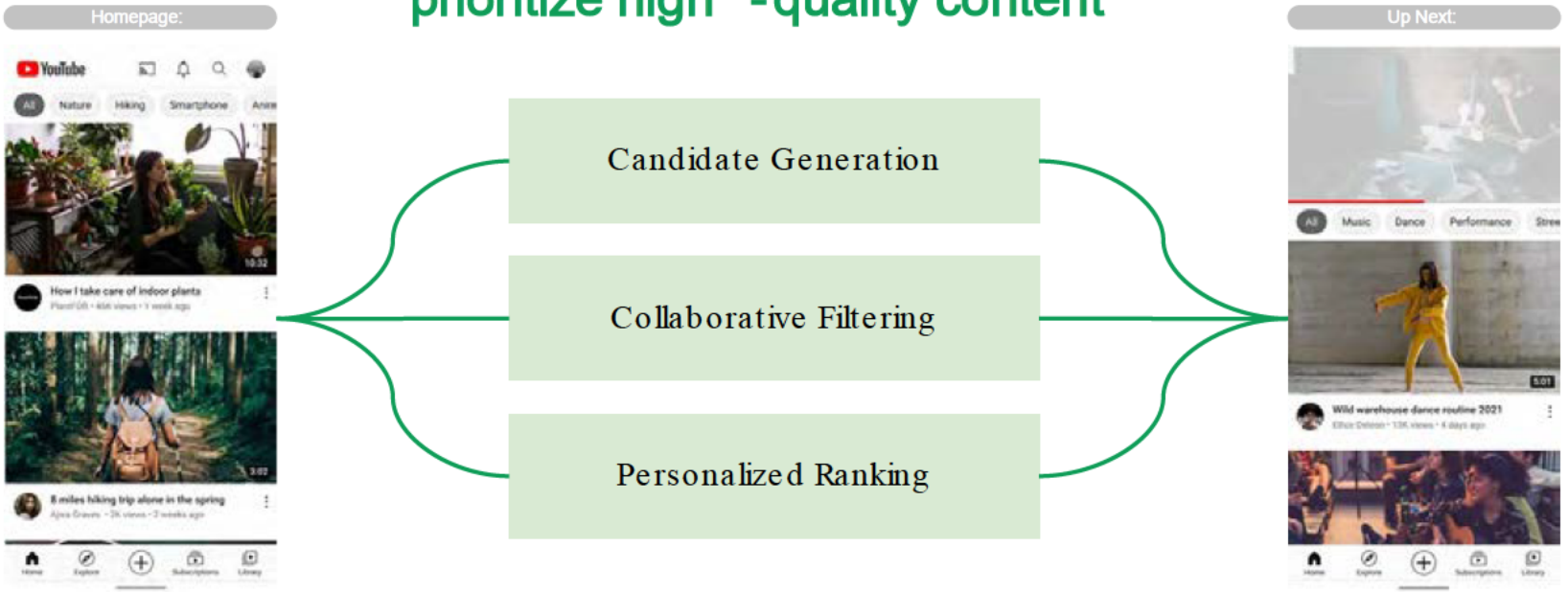
Most improvement was with long-tail complex queries



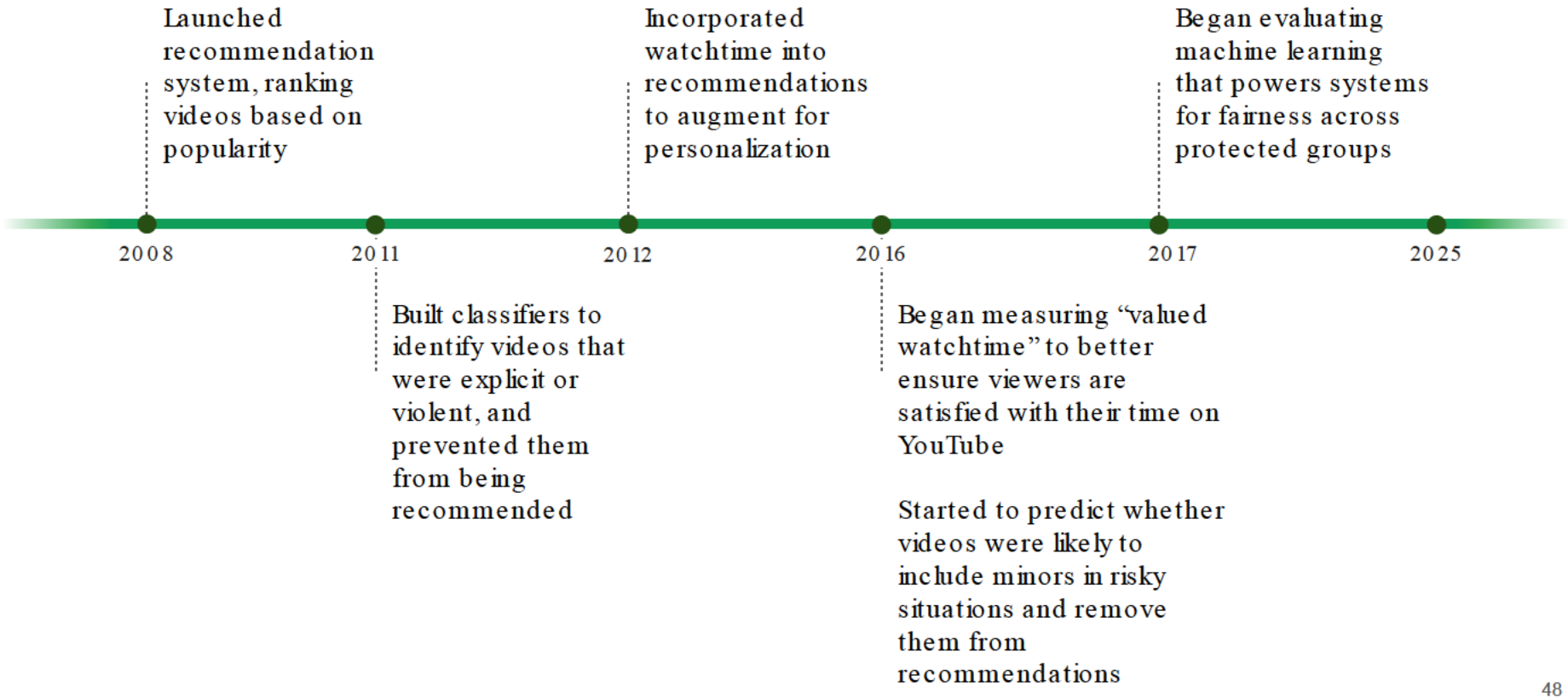
Before MUM, results referenced if worms can cause seizures in humans

Example 2: YouTube recommender system

YouTube's recommendation algorithm uses AI technologies like deep machine learning to personalize recommendations and prioritize high -quality content



YouTube's recommender system has evolved over time



Example 3: Play safety and security mechanisms

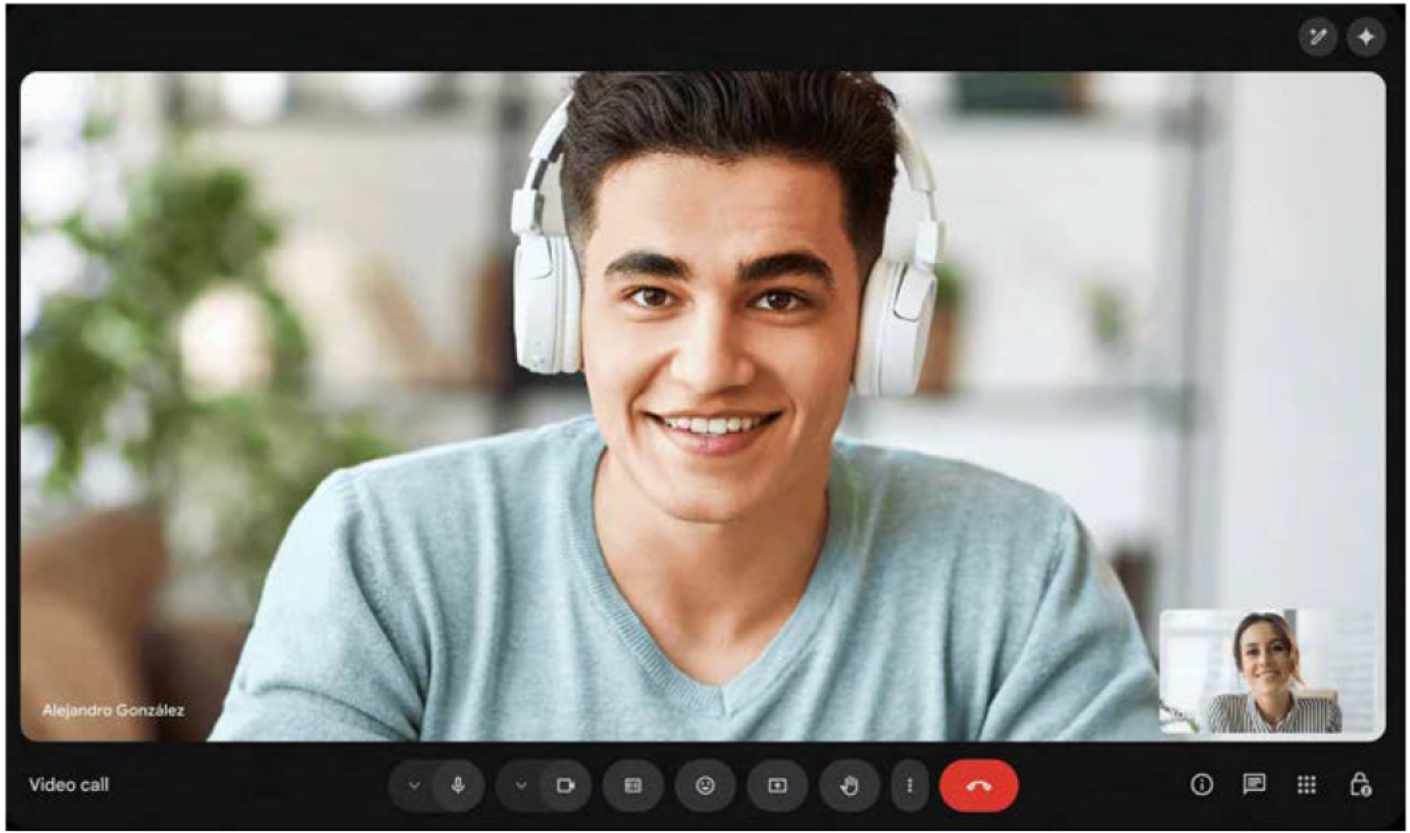
As new market risks and technology evolve, we continue to invest in machine-learning detection, enhanced app review processes, and our Google Play's Developer Program Policies to stop apps with abusive or malicious content before anyone can install them."

GOOGLE BLOG: HOW WE HELP KEEP GOOGLE PLAY SAFE FOR USERS AND DEVELOPERS

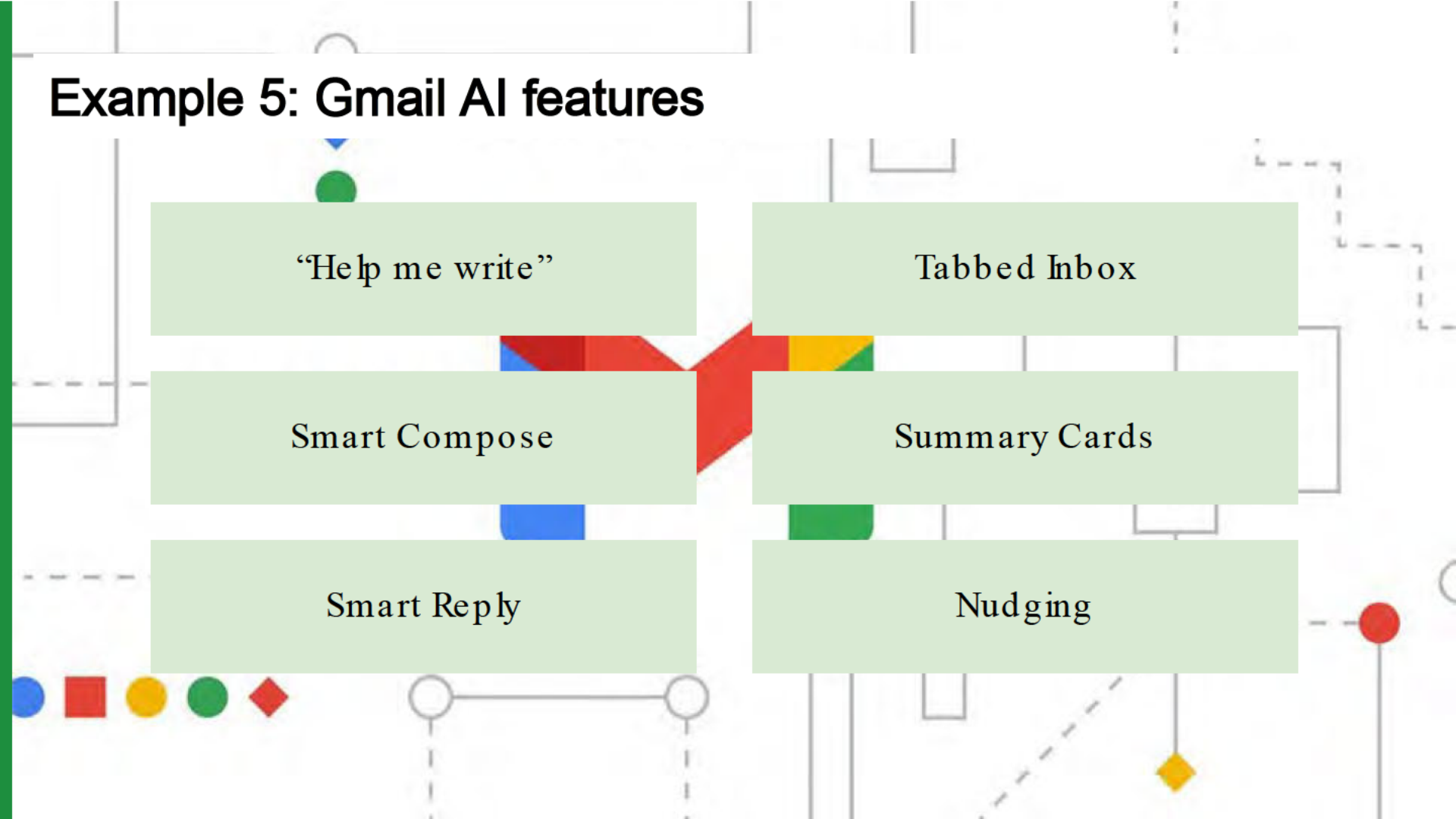
Play uses AI to help prevent app theft and protect user data

AI-powered protections:	
1	Automated classifiers constantly scan apps available in the Play Store at scale for policy violations
2	Apps installed on devices are actively scanned for malicious code or harmful behavior
3	On-device AI models, like Gemini Nano, are used to provide advanced protection like Scam Detection
4	Background analysis of app behavior provides users with real-time alerts about potentially unsafe apps

Example 4: Google Meet speech translation



Example 5: Gmail AI features



Innovation and competition in AI is flourishing

ChatGPT has ~400M weekly active users in the world and over **a billion prompts per week** globally, vastly exceeding Google's Gemini.

DeepSeek overtook ChatGPT as the top-rated free app in Apple's US App Stores in early 2025. Its **cheaper, open-source model** disrupted genAI competition.

NVIDIA's AI chips earned it a **$2.8 trillion valuation in 2025**. **AMD** recently announced **new AI chips** and **a collaboration with OpenAI**, while Amazon, Meta, Microsoft and Google are also designing AI chips.

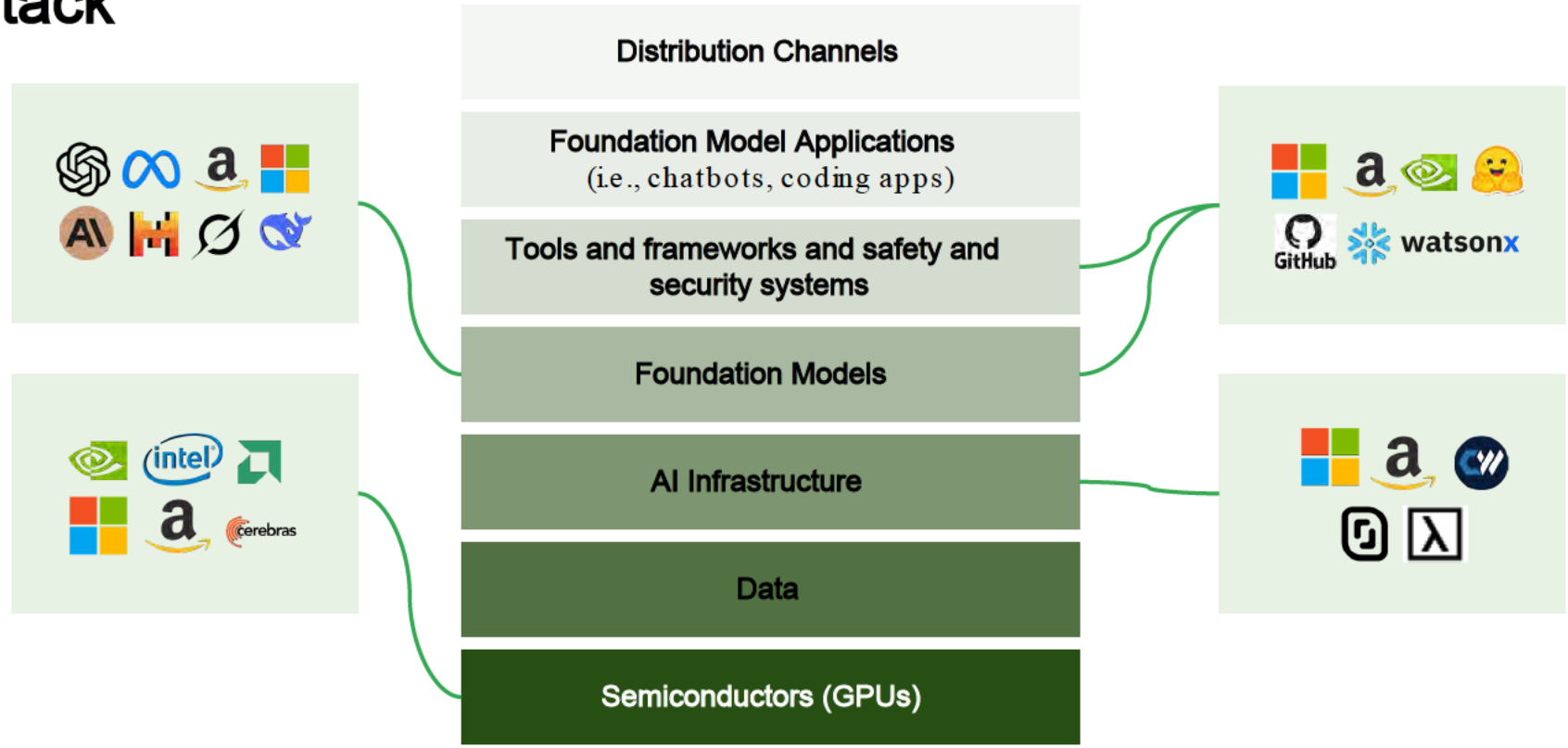
Perplexity AI is already **at a $14 billion valuation** and in discussions to integrate its AI technology into Samsung and Apple products.

The **Meta AI app** was launched alongside Meta's newest LLM model in April 2025, immediately benefitting from **reach to billions of users** via Facebook, WhatsApp, and Instagram.

ChatGPT is the **fastest growing standalone consumer internet product in history**. It continues to grow at an astonishing rate, adding **1 million users in an hour** on 31 March 2025.

Competition is **open and vibrant** given continued investment in startups: **$100 billion was invested into AI-related startups** globally in 2024.

Strong competition exists across all levels of the AI Stack



AI under the DMA

- The DMA's scope is defined by reference to a predetermined list of products (CPSs), and the purpose these products serve for their users.
- The DMA's scope does not turn on the technology that a CPS uses to achieve its purpose:
  - **Recital 14:** "*For the purposes of this Regulation, the definition of core platform services should be technology neutral …*"
- If a product that uses AI qualifies as a DMA CPS, it will fall under the DMA's scope regardless of whether it uses AI or not.
- Conversely, if a product is not a CPS it is outside the DMA's scope, including when it uses AI.

AI solutions in Google Services and DMA compliance

Q&A

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Lunch break

Presentation by the Commission on the ongoing regulatory dialogue – Part II

Personal data combination and cross-use

Main objectives – specific consent to personal data processing - Art. 5(2)

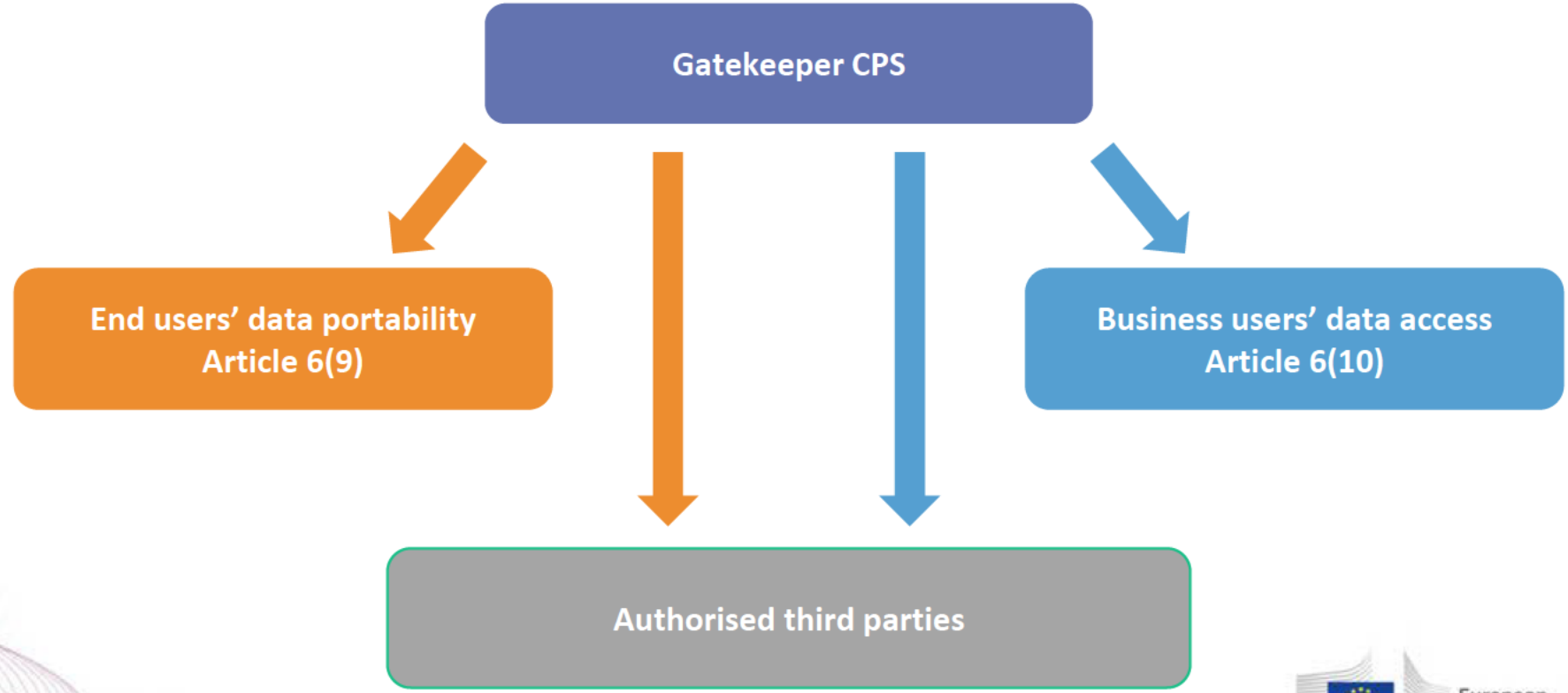
- Article 5(2) mandates that gatekeepers must obtain explicit user consent before (i) processing for providing online advertising services, (ii) combining or (iii) cross-using personal data between their services.
- This aligns with the principles of the General Data Protection Regulation (GDPR) and emphasizes the importance of free, informed, and specific consent from end users regarding how their personal data is processed.
- Article 5(2) DMA frames these requirements within the broader objectives of enhancing contestability and fairness, encouraging transparency, protecting user rights in the digital landscape.

Personal data combination and cross-use

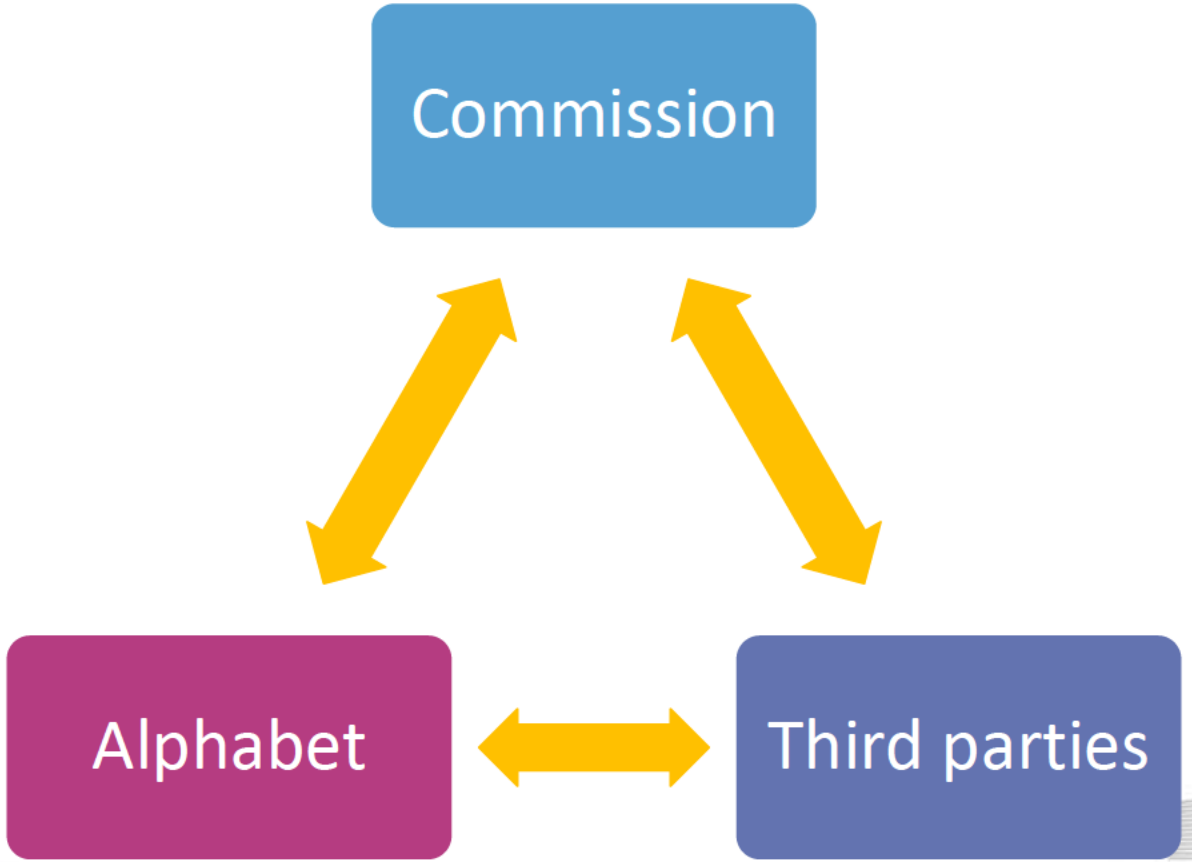
Regulatory dialogue to date - Art. 5(2)

- Specific **DMA consent screen** accessible on designated core platform services (e.g., Search, YouTube, Chrome...).
- End user consent needed for processing **personal data across Alphabet services**.
- **Most cross-service features remain available** if an end user does not consent to the cross-use of personal data.
- **Regulatory dialogue continues -** AI features, services development, consent design.

Articles 6(9)and 6(10)



Regulatory dialogue



Data portability and access

Scope of the data covered

Granularity of available datasets

Transparency of the tools (dedicated resources with appropriate guidance and onboarding information)

Process allowing business users and 3Ps to request additional data not currently covered by the tools

Access to search data

- **Main objectives – provision of ranking, query, click, and view data under FRAND terms to third party online search engines (Art. 6(11))**
  - Enhance contestability in online search by lowering barriers to entry and expansion through access to critical search data.
  - Provide third-party online search engines with ranking, query, click, and view data under fair, reasonable, and non-discriminatory (FRAND) terms.
  - Ensure protection of personal data of end users while preserving the usefulness of the datal.
- **Ongoing regulatory dialogue**
  - Engagement with Alphabet on their proposed compliance measures under their “Google European Search Dataset Licensing Program”.
  - Parallel discussions with interested third party online search engines.
  - Main focus: anonymization method, scope of the proposed dataset, latency of the data.

Session 3 -
Presentation by Google on the main evolution and effects of the compliance Measures – Part II

Session 2

Update on first year of DMA compliance:

Main evolution and effects of the compliance measures

1. **Data related measures across different Google services (5(2), 6(9) and 6(10))**
2. **Access to Google Search data**

Update on first year of DMA compliance

1. Data Related Measures Across Different Google Services (5(2), 6(9) and 6(10))

Art. 5(2)

Two main pillars of Art. 5(2) compliance

New consent options for EEA users

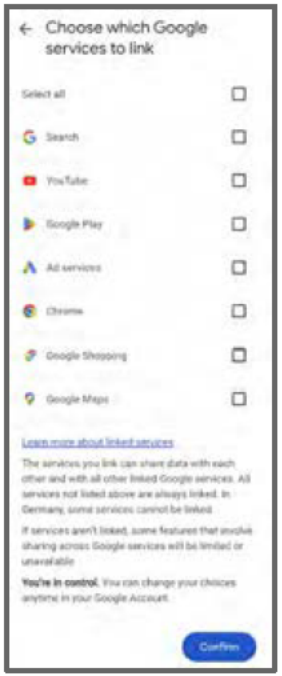
Compliance required dedicated designs for front-end consent options.

New consent options supplement existing GDPR consent options to ensure a coherent implementation of different legislations and allow users to freely combine the new Art. 5(2) consent options with Google's existing consent options.

New infrastructure data controls

We created new types of technical data controls within our data infrastructure, designed specifically for Art. 5(2), to regulate the flow of data from and to relevant services consistent with user consents.

Article 5(2) consent screens: key principles



1. Consent is provided on a **per-CPS basis**, with each CPS operating as a separate data entity by default
2. New consent options **complement** existing consent options to ensure a coherent implementation of various legislations
3. Users are treated as **non-consented by default** .
4. Consent is requested **before** cross-service data processing occurs, and can be revised and revoked at any time via account settings

We take feedback seriously, and we are in ongoing discussions with the EC and Italian Competition Authority that may lead to further design changes to our consent screens, though these key principles would remain unchanged

New infrastructure data controls

Consent choices are enforced via backend data controls, core principles:

1

Each piece of data is labelled as belonging to the service where it originated

2

Data of a service cannot flow to another service unless it has a valid permission

Users are exercising informed choices based on our consent screens

c. 438 million users have seen the 5(2) consent screens

c. 428 million users (i.e., 97.7%) have made a consent decision

Art. 6(9)

Google enables easy portability of user data

Google is a pioneer in data portability: for over 15 years, we have been providing **free tools** that allow for **easy user data portability** .

Google provides **two tools** to easily port user data:

1

Google Takeout

for users

2

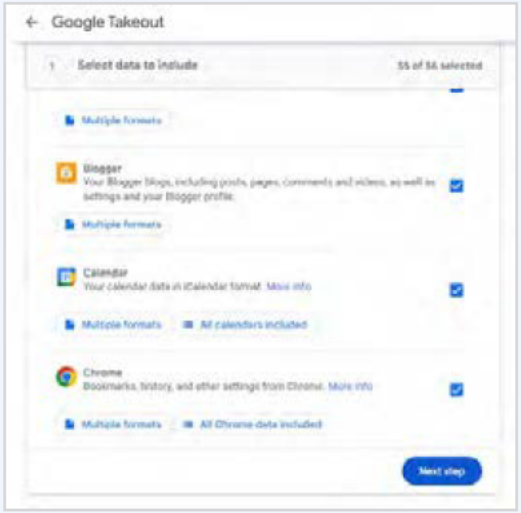
The Data Portability API

for third party developers

How Takeout works

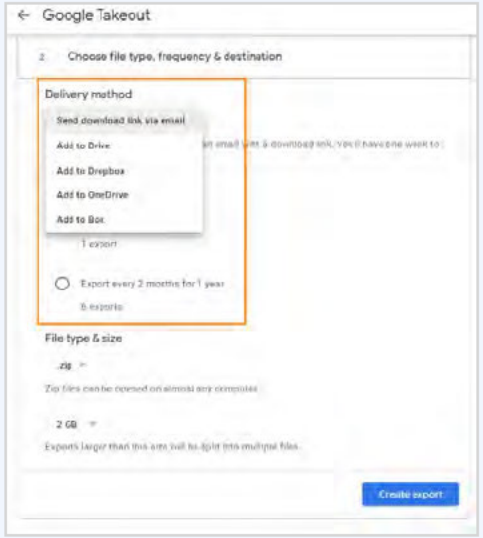
Google offers a centralised portability tool, Takeout, that:

Allows users to export a copy of their data from **over 80** Google **products** for free



Provides users with several portability options (variety of **formats** and **recurring automatic exports**)

Allows users to **download** their data to their device, **save** it to their Google Drive or send a copy to **third-party storage services**



The Data Portability API

In 2024 we launched an even easier way for users to share a copy of their data:

The Data Portability API is a **programmatic tool** that enables users to **directly** share data with mandated third-party services in a seamless manner.

Authorised developers can interface with the API to export the user's data.

Third-party developers are subject to **Google's developer verification process**. This helps limit the risk the API will be abused.

The API provides a **rich developer experience**, supported by detailed **documentation** and easily accessible ways to provide feedback.

The Data Portability API is effective and safe

We designed our Data Portability API to be effective and safe:

- Users can easily **authenticate** and **authorise** third-party services to export a copy of their data.
- Google sends clear and effective **reminders** and **messages** to the users throughout the process.
- Users choose what **data categories** they wish to share with third parties.
- Data are available in **multiple formats** to support effective portability.

We have enhanced our solution since March 2024…

To implement feedback from the EC and the market, in 2025 we launched **two new features** and we upgraded our developer-facing **documentation** .

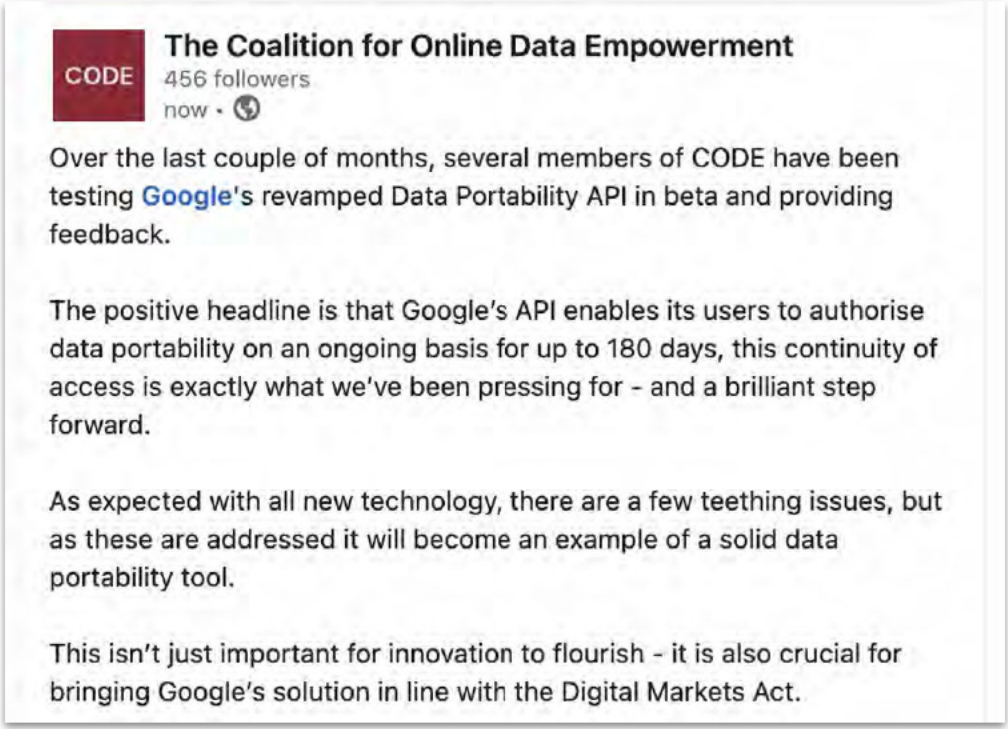
1. **Forward-looking access to data** . In addition to single exports, users can now authorise forward-looking access for 30 or 180 days.

2. **Data-range filters** . Developers can now apply date-range filters for My Activity and Chrome.history scopes to select the specific user data they wish to export.

3. **Documentation** . We enhanced the documentation available to third-party developers at https://developers.google.com/data-portability

…or follow this QR code

Enhanced Data Portability API has been described as a “brilliant step forward”



CODE

The Coalition for Online Data Empowerment

456 followers

now •

Over the last couple of months, several members of CODE have been testing Google's revamped Data Portability API in beta and providing feedback.

The positive headline is that Google's API enables its users to authorise data portability on an ongoing basis for up to 180 days, this continuity of access is exactly what we've been pressing for - and a brilliant step forward.

As expected with all new technology, there are a few teething issues, but as these are addressed it will become an example of a solid data portability tool.

This isn't just important for innovation to flourish - it is also crucial for bringing Google's solution in line with the Digital Markets Act.

And we provide ongoing support to the developer community through international outreach

Google engages and supports the developer community by offering assistance, committing to developer outreach, and gathering feedback, including through:

- Interviews
- Workshop, events and talks at conferences
- Hackathon, office hours and check-in calls
- Bug reports and email support

Developer Workshop delivered at Google I/O Connect Berlin on 25 June 2025

Real-world applications of the Data Portability API

On 12 June 2025, Google Health and UK Research and Innovation co-hosted a workshop with 29 leading UK clinicians and researchers to explore the potential of internet search data in supporting population health.

Ovarian Cancer

Changes in people's search behavior were noticed **months before** they actually engaged with the healthcare system.

Dementia

Search patterns may help detect **early neurological symptoms**, possibly before a formal diagnosis.

Suicidality / Early Psychosis

Shifts in behavior seen through search queries could act as **early warning signs** before the person seeks medical help.

Currently individuals provide their search data to researchers through **Google Takeout**.

- **The integration of the Data Portability API** will **simplify and streamline** the data-sharing process by allowing users to authorize direct, secure transfers of their search data to approved researchers.

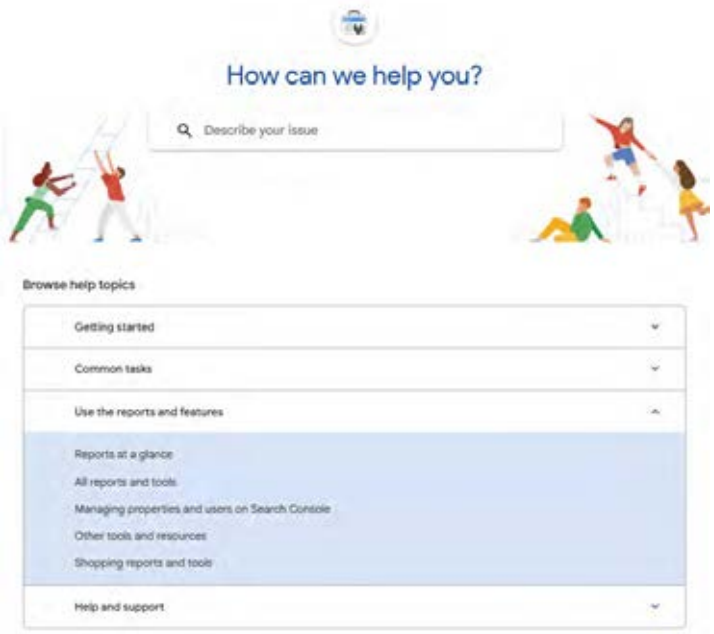
Art. 6(10)

Google shares extensive data, information, and insights with business users

Google recognises the interest of providing business users with access to useful, actionable data about their activity on our platforms but also how users interact with our platforms.

This is why Google has - since well before the DMA - developed sophisticated tools that provide business users with extensive data, part of it going beyond the scope of Art. 6(10) the DMA.

Google continues to develop and improve these tools and detailed supporting documentation as well as tutorials and courses to improve the overall usefulness of Google's platforms.



Google has launched new data access request channels

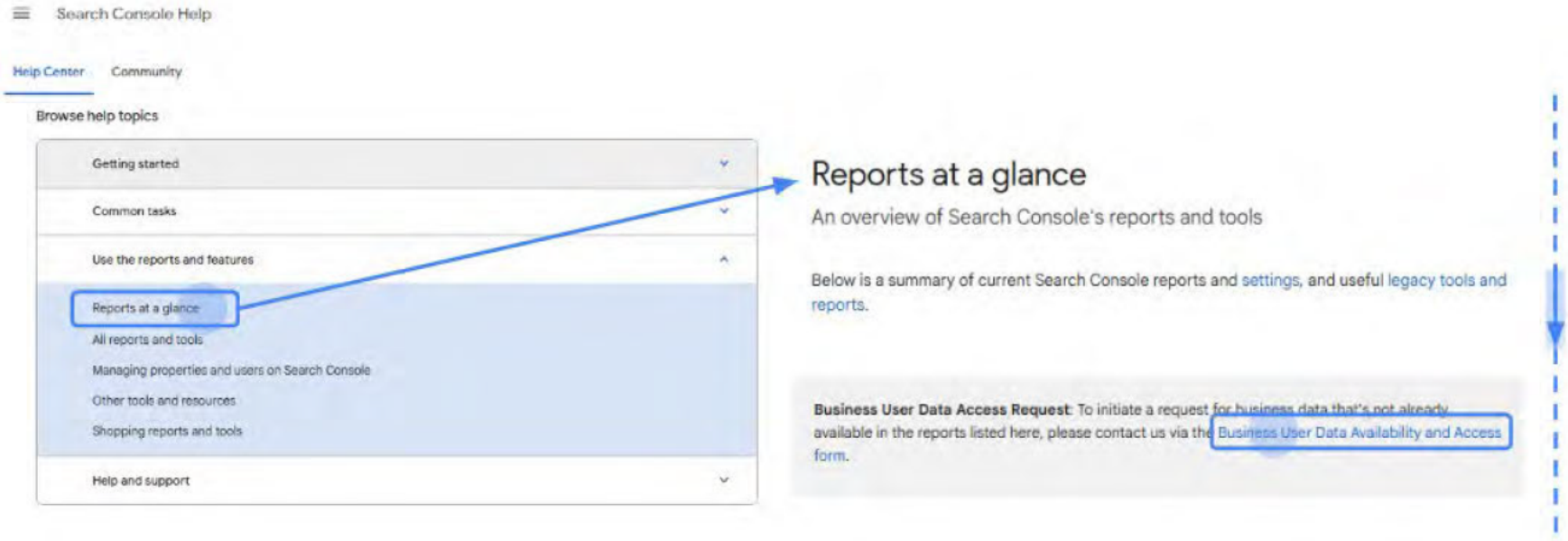
To implement feedback received from the EC, last year, we launched **formal feedback channels** for each of our relevant CPSs allowing business users to **submit data access requests**

This allows business users to **easily request access** to their data

This also allows us to **track, record, and process all relevant requests** and make sure that the data our business users are looking for is available to them and that they know where and how to access it

It's easy to submit data access requests…

- The data access request channels are easily accessible via the Help Centers and support channels of our different CPSs with which our business users are familiar. For example, business users can access the Search Console request channel via Search Console Help.
- Our compliance report outlines how business users can navigate to each channel



… just tell us what you're looking for!

Upon receiving a relevant data access request, in most cases, we simply inform business users that we already make this data available - and where they can find it.

Otherwise, we may ask the business users for more details on what they are looking for - and we let them know if we are working on making it available where relevant.

Thanks for contacting us. We'll follow up with you only if we need more information or have additional information to share.

Links to all of our data access request channels can be found in our compliance report

Update on first year of DMA compliance

2. Access to Google Search Data Art. 6(11)

Search Data Licensing Program

1. Google has compiled a dataset of over **one billion distinct queries** across all **30 EEA countries.**

2. Rival search engines can **license this dataset** for the purpose of improving search functionality.

Around **1.5TiB of anonymized search data** per quarter with around **30 billion rows** covering:

- query string
- extensive information on the Google results shown and their ranking
- what users clicked on

Available on a quarterly basis for up to three years at **FRAND pricing** , with flexibility to only take and pay for subsets of the dataset.

Description of the Dataset and Delivery

Data Fields

- Query string
- Country
- Device type
- Query count
- Result (URL or result type), average rank
- Impression count
- Click count

Organization

Distinct query → per country → by device type

Dataset includes:

- Query volume for that combination
- Individual results for that combination with data on: average rank, impression count, click count

Geographic Coverage

Covers all EEA countries

Delivery Method

Downloaded via Google Cloud

Format

Data provided in the JSON open standard format

Scope Options

Individual countries or EEA

For each country or EEA, option for full dataset or a 10% or 50% sample

Frequency

Aggregated over a quarter and released after the end of the following quarter

We have made a number of changes in 2024

1. **New lower pricing tier & flexible pricing.** Introduced a new 50% cheaper pricing tier for OSEs with EEA search revenues below €0.05bn. We also offer flexible pricing across different countries &sample sizes

2. **One-time fractional sample.** Option to receive a one-time 5% fractional dataset, before deciding whether to purchase the full dataset or fractional 10% or 50% options

3. **Update to query recovery techniques.** New technical solution to disclose more data in a privacy-safe manner

Anonymisation of Dataset and Protection of Personal Data

- To protect the personal data of users the dataset is anonymised based on **frequency thresholding**, and Google has worked with technical privacy experts to review its anonymisation measures
- The dataset includes all queries entered by **at least 30 signed-in users globally** over the **13 months** before the end of the relevant quarter
- Data on results (rank, impression count, clicks) is not provided for results viewed by **fewer than 5 signed-in users** in a given country and per device type

How to Apply for the Dataset

- Participation in Google's European Search Dataset Licensing Program is subject to contract
- Applying for a licence is easy and straightforward. To indicate interest to take a licence and for further information on the licensing process contact: ESDLP-partnerships@google.com
- Dedicated support page: developers.google.com/search/help/about-search-data-program

To qualify for a licence, interested **licensees must meet the following conditions:**

1. Qualify as an online search engine under Art. 2(6) DMA operating in the EEA
2. Have a track record of safeguarding user data to a high standard
3. Establish that it is financially viable
4. Have no connection to non-EEA state actors
5. Not operate a Search Engine Optimization (SEO) business

…or follow this QR code

Data Related Measures Across Different Google Services

Q&A

Rules for the Q&A

- When taking the floor always state your **name and organisation** (in room and via **slido**)
- Anonymous questions on **slido** will not be discussed
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via: www.slido.com

Code: 3146139

European Commission

Coffee break

Session 4 – How to do session – Data Portability API

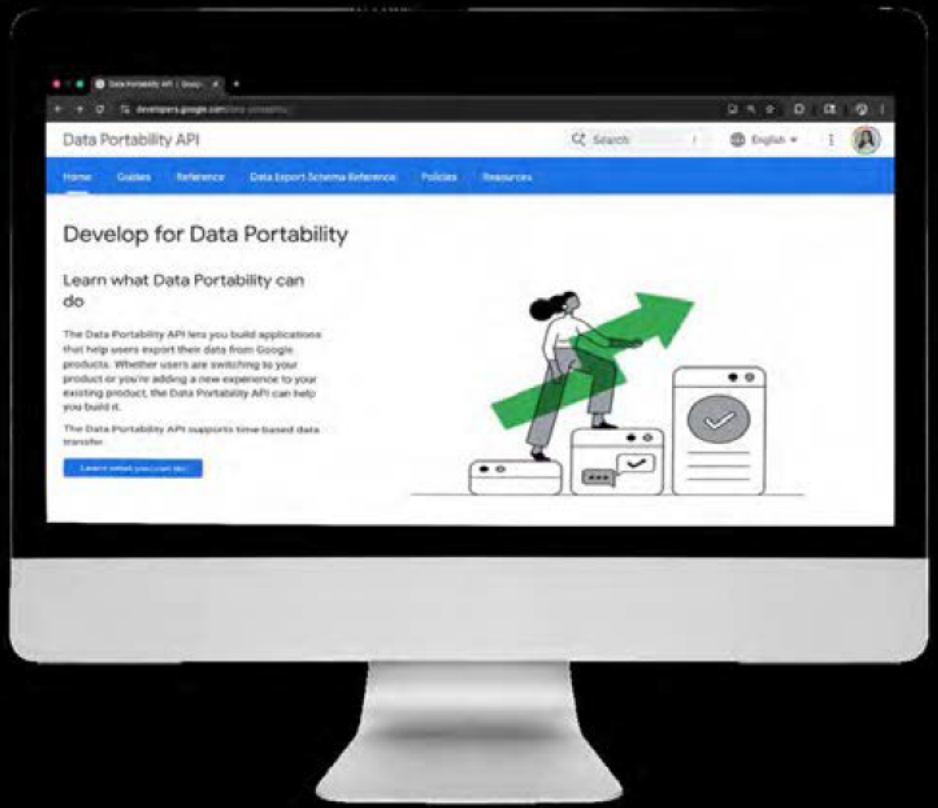
Session 3

"How to do" Session – Data Portability API

Art. 6(9) - Data Portability API Demonstration

DATA PORTABI API

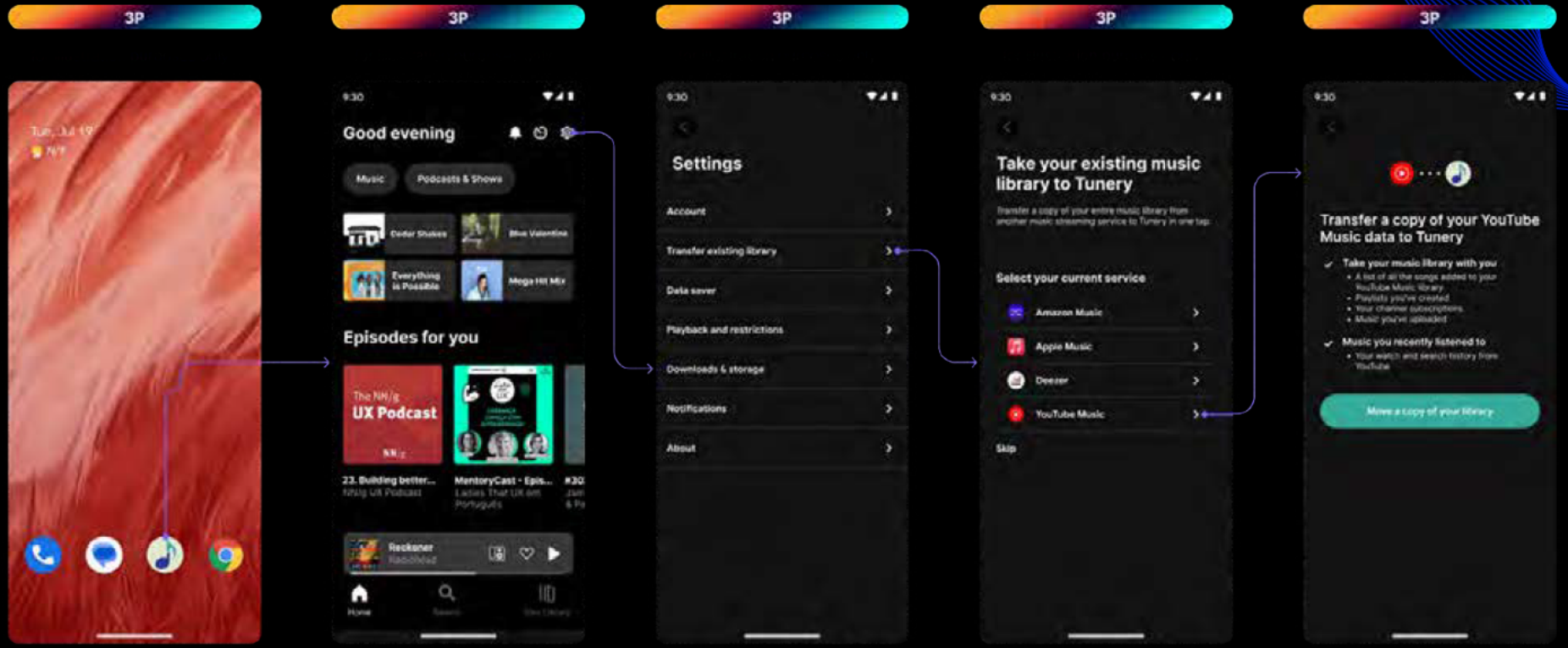
DPAPI



Agenda

1. Introduction
2. Developer Flow
3. How can this help my business?
4. Launch
5. Support
6. Demo

I’m a developer with an idea for a product called Tunery

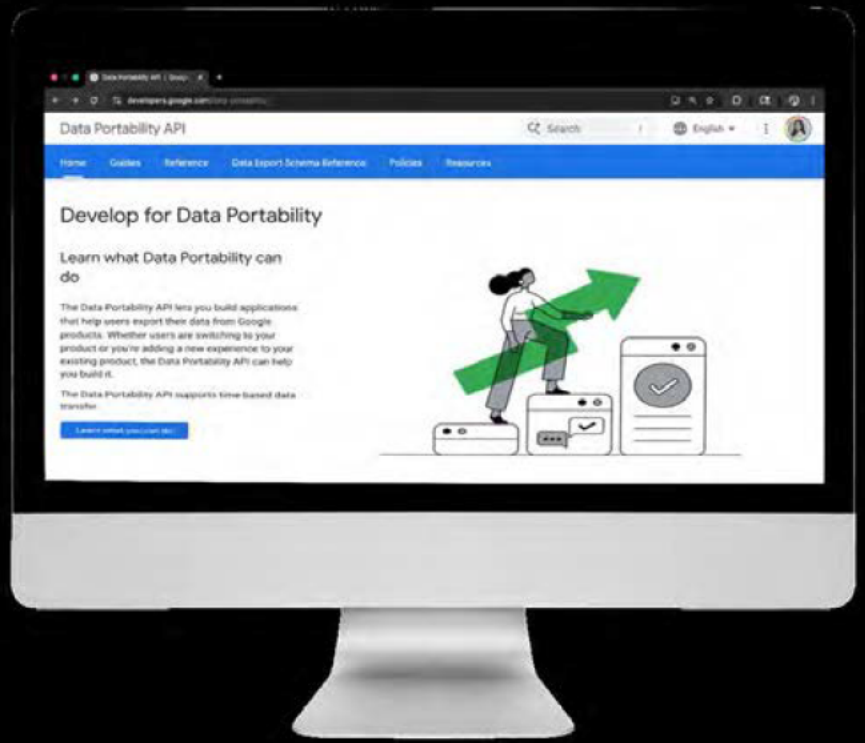


What tool is ava

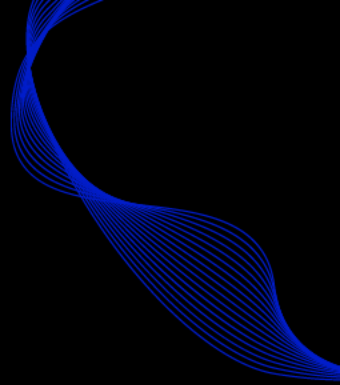
Google users tc

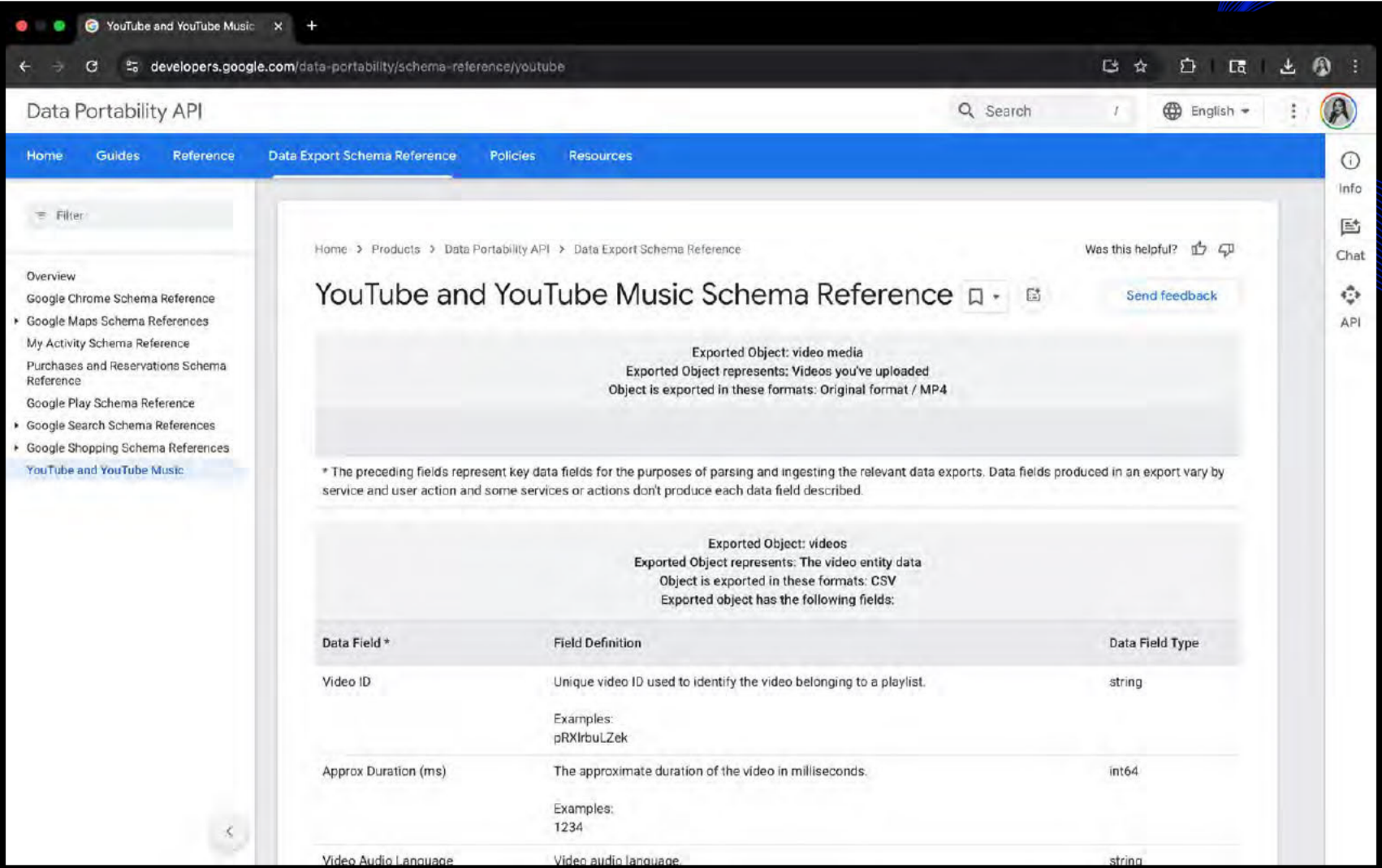
share their play

data with Tuner

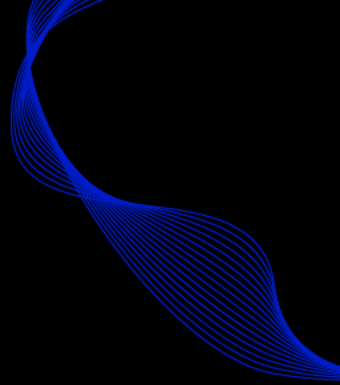


How can this
help my business?
&
What music data does the
Data Portability API offer?

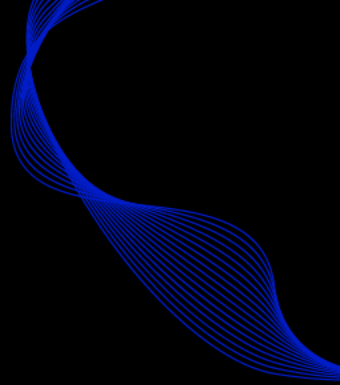



YouTube and YouTube Music
developers.google.com/data-portability/schema-reference/youtube
Data Portability API
Search
English
Home
Guides
Reference
Data Export Schema Reference
Policies
Resources
Info
Chat
API
Filter
Overview
Google Chrome Schema Reference
Google Maps Schema References
My Activity Schema Reference
Purchases and Reservations Schema Reference
Google Play Schema Reference
Google Search Schema References
Google Shopping Schema References
YouTube and YouTube Music
Home > Products > Data Portability API > Data Export Schema Reference
Was this helpful?
YouTube and YouTube Music Schema Reference
Send feedback
Exported Object: video media
Exported Object represents: Videos you've uploaded
Object is exported in these formats: Original format / MP4
* The preceding fields represent key data fields for the purposes of parsing and ingesting the relevant data exports. Data fields produced in an export vary by service and user action and some services or actions don't produce each data field described.
Exported Object: videos
Exported Object represents: The video entity data
Object is exported in these formats: CSV
Exported object has the following fields:
Data Field *
Field Definition
Data Field Type
Video ID
Unique video ID used to identify the video belonging to a playlist.
Examples:
pRXIrbuLZek
string
Approx Duration (ms)
The approximate duration of the video in milliseconds.
Examples:
1234
int64
Video Audio Language
Video audio language.
string

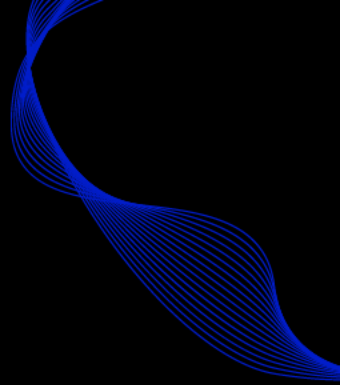
How can I try it out?



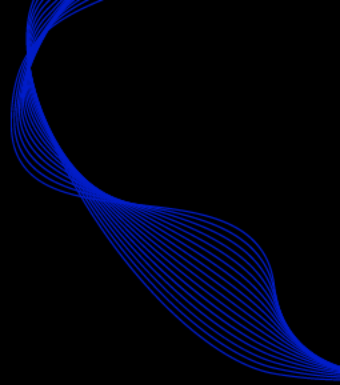
How can I test it and see how it works?



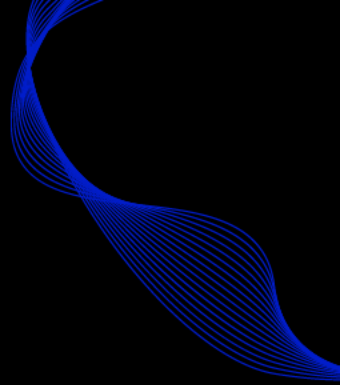
Where can I get support and ask questions?



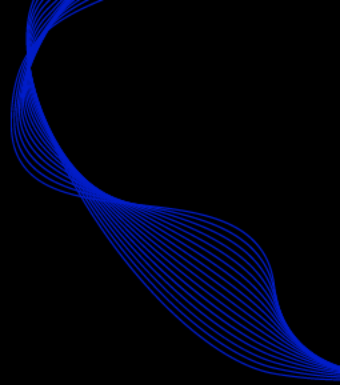
I want to submit for verification



User Flow - Initial Auth



User Flow: Renewal Auth



Thank you

Data Portability API Demonstration

Q&A

Thank you for your time

Thank you