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Attorney General Cameron Joins Multistate Coalition in Filing Lawsuit Against Google, LLC for Anticompetitive Practices and Deceptive Misrepresentations in Online Display Advertising

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FRANKFORT, Ky. (December 16, 2020) – Attorney General Daniel Cameron today joined a multistate coalition in filing a lawsuit against Google, LLC (Google) for violating federal and state antitrust laws through anticompetitive conduct, exclusionary practices, and deceptive misrepresentations in connection with its role in the multibillion-dollar online display advertising industry.

“Google’s anticompetitive and deceptive business practices related to online advertising have harmed consumers and businesses, and they have no place in Kentucky’s marketplace,” said Attorney General Cameron. “We joined this lawsuit to restore free-market competition within the online display advertising industry, and to ensure Google complies with state and federal laws.”

The Internet has revolutionized the way people consume content and the types of ads that companies can purchase to reach consumers, including online display ads. In addition to representing both the buyers and the sellers of online display advertising, Google competes directly against the buyers and sellers they separately represent, while operating the largest exchange of digital advertising. Google’s exchange trades in billions of ad impressions a day.

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The coalition's lawsuit alleges that Google monopolized, or attempted to monopolize, products and services used by advertisers and publishers in online display advertising. The complaint also alleges that Google engaged in false, misleading, and deceptive acts while selling, buying, and auctioning online display ads. These anticompetitive and deceptive practices demonstrably harmed publishers' ability to monetize content, increased advertisers' costs to advertise, and directly harmed consumers.

Google's monopolization of online display advertising includes an anticompetitive agreement with Facebook, misrepresenting customers, suppressing competition, and harming consumers in violation of antitrust and consumer protection laws.

Attorney General Cameron was joined by attorneys general from Arkansas, Idaho, Indiana, Mississippi, Missouri, North Dakota, South Dakota, Texas, and Utah in filing the lawsuit.

To read a copy of the lawsuit, click here

([https://ag.ky.gov/Press%20Release%20Attachments/20201216_1%20Complaint%20\(Redacted\).pdf](https://ag.ky.gov/Press%20Release%20Attachments/20201216_1%20Complaint%20(Redacted).pdf)).

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