

Google's Role in the Advertising Market [Working Title]

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Date: as of now

Typ: Bachelor's Thesis, Master's Thesis

Motivation and Aim:

Online advertising has attracted significant regulatory interest, particularly in the EU and in the USA. Concurrently, Google announced that it would switch to a first-price unified auction by the end of 2019, arguing this would help to create a fair and transparent advertising market.

The aim of this thesis is to depict the mechanics of the online display advertising market with a focus on Google. Thereby, Google's role across the advertising value chain as well as a possible lack of competition in the ad tech market should be analysed. Furthermore, the consequences of Google's switch to a first-price unified auction should be examined, considering competition in ad tech market as well as welfare effects. Hereby, also possible remedies should be discussed.

References:

- Geradin, D., & Katsifis, D. (2019). An EU competition law analysis of online display advertising in the programmatic age. *European Competition Journal*, 1-42.
- Geradin, D., & Katsifis, D. (2019). 'Trust Me, I'm Fair': Analysing Google's Latest Practices in Ad Tech From the Perspective of EU Competition Law. *Available at SSRN 3465780*.
- <https://www.blog.google/products/admanager/update-first-price-auctions-google-ad-manager/>