US v. Google redux: all the news from the ad tech trial



Google and the Department of Justice are facing off again, this time in a trial about whether Google has a monopoly in advertising technology markets.

The trial kicks off on September 9th in a federal court in Alexandria, Virginia. The DOJ argues that Google has unfairly locked up the market for ad tech tools that publishers and advertisers rely on to monetize their websites and market their goods. Google retorts that it's created efficient products that work well for customers and says it faces plenty of competition.

The trial comes on the heels of a historic ruling in favor of the government in a different antitrust trial against Google before a different judge. A DC District Court judge said Google had illegally monopolized the online search market. So while the ad tech case kicks off, the government is simultaneously contemplating what kinds of remedies it will ask for to restore competition in search.

Read on below for all of the updates and notes from the case.

https://www.theverge.com/24237832/google-monopoly-trial-ad-tech-antitrust-us-search