



FOR IMMEDIATE RELEASE

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Little Tech Association Applauds European Commission for Enforcement Actions Against Google for Anticompetitive Practices

WASHINGTON, D.C. — The Little Tech Association (LTA) issued the following statement in response to the European Commission’s decisions finding that Google failed to comply with the Digital Markets Act, self-preferencing their own services on Google Search and steering consumers on Google Play:

“The Little Tech Association welcomes the Commission’s actions today, not only penalizing Google for their past behavior but also working to ensure it doesn’t persist. Stopping the company’s anticompetitive practices, such as egregious self-preferencing in search and steering in the Play app store, is essential to restoring competition, giving early-stage companies a fighting chance, and improving the user experience for consumers. While the \$1 billion fine is an important deterrent, the more important element of this decision is that it compels Google to suspend its anticompetitive conduct and provide higher quality results and better choices to consumers. As an organization composed predominantly of U.S.-based companies, we welcome such enforcement actions wherever such behavior arises, and look forward to working with policymakers on both sides of the Atlantic to defend and grow free markets.

Further, U.S. officials should not conflate the interests of a single dominant incumbent with those of American technology writ large. The majority of complainants in these cases are U.S. companies, and the beneficiaries of more open markets will overwhelmingly be American startups. Rather than ceding leadership on competition policy to Brussels, the United States should advance its own distinctly American framework for open digital markets — one that ensures the next generation of great American companies can compete on the merits.”

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About the Little Tech Association

The Little Tech Association is a 501(c)(6) trade association made up of founders, innovative companies, digital entrepreneurs, and startup investors working to keep the digital economy open and competitive. LTA’s more than 200 members include Y Combinator, Replit, Proton, and Yelp, and span the full spectrum of the digital economy, applying technology and AI across sectors from life sciences, robotics, and finance to real estate, agriculture, and law. These companies range from pre-seed startups to fast-growing, multibillion-dollar organizations. LTA is the policy voice of independent technology companies competing to build a more open, competitive digital economy. Learn more at <https://www.littletech.org>.

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