COMPETITION TRIBUNAL
TRIBUNAL DE LA CONCURRENCE

FILED / PRODUIT
Date: September 2, 2025
CT- 2024-010

Sarah Sharp-Smith for / pour
REGISTRAR / REGISTRAIRE

OTTAWA, ONT. | # 162

PUBLIC

CT-2024-010

THE COMPETITION TRIBUNAL

IN THE MATTER OF the *Competition Act*, R.S.C. 1985, c. C-34;

AND IN THE MATTER OF certain conduct of Google Canada Corporation and Google LLC relating to the supply of online advertising technology services in Canada;

AND IN THE MATTER OF an Application by the Commissioner of Competition for one or more orders pursuant to section 79 of the *Competition Act*.

B E T W E E N:

COMMISSIONER OF COMPETITION

Applicant

and

GOOGLE CANADA CORPORATION AND GOOGLE LLC

Respondents

REVISED SUPPLEMENTARY MOTION RECORD

VOL 10 of 11

PUBLIC

August 22, 2025

DAVIES WARD PHILLIPS & VINEBERG LLP
155 Wellington Street West
Toronto ON M5V 3J7

Kent E. Thomson (LSO# 24264J)
Tel: 416.863.5566
Email: kentthomson@dwpv.com

Elisa K. Kearney (LSO# 49342T)
Tel: 416.367.7450
Email: ekearney@dwpv.com

Chantelle T.M. Cseh (LSO# 60620Q)
Tel: 416.367.7552
Email: ccseh@dwpv.com

Chanakya A. Sethi (LSO# 63492T)
Tel: 416.863.5516
Email: csethi@dwpv.com

Chenyang Li (LSO# 73249C)
Tel: 416.367.7623
Email: cli@dwpv.com

Tel: 416.863.0900
Fax: 416.863.0871

Lawyers for the Respondents, Google Canada Corporation and Google LLC

PUBLIC

TO: **ATTORNEY GENERAL OF CANADA**
Department of Justice Canada
Competition Bureau Legal Services
Place du Portage, Phase I
50 Victoria Street, 22nd Floor
Gatineau, QC K1A 0C9

Alexander M. Gay
Email: alexander.gay@cb-bc.gc.ca
Donald Houston
Email: donald.houston@cb-bc.gc.ca
John Syme
Email: john.syme@cb-bc.gc.ca
Derek Leschinsky
Email: derek.leschinsky@cb-bg.ca
Katherine Rydel
Email: katherine.rydel@cb-bc.gc.ca
Sanjay Kumbhare
Email: sanjay.kumbhare@cb-bc.gc.ca

Tel: 613.296.4470
Fax: 819.953.9267

Lawyers for the Applicant, the Commissioner of Competition

AND TO: **THE REGISTRAR OF THE COMPETITION TRIBUNAL**
Thomas D'Arcy McGee Building
90 Sparks Street, Suite 600
Ottawa, ON K1P 5B4

Email: Tribunal@ct-tc.gc.ca

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INDEX

Tab	Description	Page No.
VOLUME 1 of 11		
A.	**Transcript of Cross-Examination of Professor Steven Tadelis**	**1**
1)	Exhibit 1 – Professor Tadelis' Berkeley Haas Faculty Profile	288
VOLUME 2 of 11		
2)	Exhibit 2 – Decision of Justice McDonald in Paid Search Engine Tools, LLC v. Google dated January 12, 2022	303
3)	Exhibit 3 – Article entitled "Cartels as Rational Business Strategy: Crime Pays" authored by John M. Connor and Robert H. Lande	394
4)	Exhibit 4 – Cardozo Law Review Extract	459
5)	Exhibit 5 – Profile of Professor John M. Connor	463
6)	Exhibit 6 – American Antitrust Institute webpage entitled "Mission and History"	465
7)	Exhibit 7 – Robert H. Lande Biography	470
8)	Exhibit 8 – Extracts from Compass Lexecon Website	473
9)	Exhibit 9 – Chicago Booth Profile of Gary Becker	480
10)	Exhibit 10 – Article by Keith N. Hylton, 2015 entitled "Antitrust Enforcement Regimes: Fundamental Differences"	487
11)	Exhibit 11 – Article entitled "Crime and Punishment: An Economic Approach" authored by Gary S. Becker	510
12)	Exhibit 12 – Article entitled "Optimal Sanctions for Antitrust Violations" authored by William M. Landes	561
VOLUME 3 of 11		
13)	Exhibit 13 – Abuse of Dominance Enforcement Guidelines, March 7, 2019	590

Tab	Description	Page No.
14)	Exhibit 14 – Competition Bureau Canada Document entitled “Big data and innovation: key themes for competition policy in Canada”	661
15)	Exhibit 15 – Extract from Decision in The Commissioner of Competition v. Superior Propane Inc.	676
16)	Exhibit 16 – Document entitled “Premerger Notification and the Merger Review Process”	684
17)	Exhibit 17 – FTC Press Release dated October 10, 2024	688
18)	Exhibit 18 – Hart- Scott-Rodino Annual Report Fiscal Year 2023	693
19)	Exhibit 19 – Second Filing of Supplemental Materials in Support of Pending Complaint and Request for Injunction, Request for Investigation and for Other Relief dated September 17, 2007	748
20)	Exhibit 20 – FTC Press Release dated December 20, 2007 entitled “Federal Trade Commission Closes Google/DoubleClick Investigation”	760
21)	Exhibit 21 – CIPPIC Press Release dated August 2, 2007 entitled “CIPPIC calls on Competition Commissioner to review Google-DoubleClick merger”	764
22)	Exhibit 22 – Press Release from U.S. Justice Department entitled “Statement of the Department of Justice’s Antitrust Division on Its Decision to Close Its Investigation of Google Inc.’s Acquisition of Admeld Inc.”	767
23)	Exhibit 23 – Competition Bureau Press Release dated April 19, 2016 entitled “Competition Bureau completes extensive investigation of Google”	771
24)	Exhibit 24 – Competition Bureau Position Statement dated April 19, 2016 entitled “Investigation into alleged anti-competitive conduct by Google”	776
25)	Exhibit 25 – Order of Chief Justice Crampton dated December 24, 2013 for the Production of Records and Written Returns of Information	793

Tab	Description	Page No.
26)	Exhibit 26 – Google Webpage entitled “An update on first price auctions for Google Ad Manager”	821
27)	Exhibit 27 – Competition Bureau Press Release dated September 4, 2019 entitled “Competition Bureau calls for businesses to report potentially anti-competitive conduct in the digital economy”	825
28)	Exhibit 28 – Competition Bureau Paper entitled “Competition Bureau call-out to market participants for information on potentially anti-competitive conduct in the digital economy”	828
29)	Exhibit 29 – Competition Bureau Canada Annual Report for 2019/2020 entitled “Our Year in Action: Safeguarding Competition in a Digital World”	835
30)	Exhibit 30 – Affidavit of Stephanie Guitard dated October 12, 2021	858
VOLUME 4 of 11		
31)	Exhibit 31 – Order prepared by Justice Little, Toronto, October 22, 2021 to Produce Records and Make and Deliver Written Returns of Information	897
32)	Exhibit 32 – Competition Bureau webpage entitled “Share information with the Competition Bureau”	952
33)	Exhibit 33 – Competition Bureau Canada Annual Report 2023-24 entitled “Empowering Competition A Landmark Year”	957
34)	Exhibit 34 – Competition Bureau Report dated July 24, 2025 entitled “Competition Bureau performance measurement & statistics report 2024-2025”	985
35)	Exhibit 35 – Guidelines on the method of setting fines imposed pursuant to Article 23(2)(a) Regulation No 1/2003 article from Official Journal of the European Union	1023
36)	Exhibit 36 – Council Regulation (EC) No 1/2003 of 16 December 2002 on the implementation of the rules on competition laid down in Articles 81 and 82 of the Treaty	1030

Tab	Description	Page No.
37)	Exhibit 37 – Extract of the Consolidated Version of the Treaty on the Functioning of the European Union	1061
38)	Exhibit 38 – EUR-Lex document entitled "Guidelines for setting fines"	1066
39)	Exhibit 39 – European Commission webpage entitled "Procedures in Article 102 Investigations"	1070
B.	**Transcript of Cross-Examination of Professor Keith Hylton**	**1075**
1)	Exhibit 1 – Article by Wouter Wils entitled "Optimal Antitrust Fines: Theory and Practice"	1171
VOLUME 5 of 11		
2)	Exhibit 2 – Profile of Jonathan Baker, American University, Washington, D.C., Prof Emeritus, Washington College of Law	1204
3)	Exhibit 3 – Article by Jonathan Baker entitled "Taking the Error Out of 'Error Cost' Analysis: What's Wrong With Antitrust's Right"	1206
4)	Exhibit 4 – Article by Jonathan Baker entitled "'Dynamic Competition' Does Not Excuse Monopolization"	1245
5)	Exhibit 5 – Section 78 of the Competition Act	1256
6)	Exhibit 6 – Competition Bureau's Abuse of Dominance Guidelines	1264
7)	Exhibit 7 – American Economic Association's JEL Classification System	1350
C.	**Transcript of Cross-Examination of Ron Zember**	**1407**
1)	Exhibit 1 – Press Release issued by European Commission dated June 14, 2023	1482
2)	Exhibit 2 – Alphabet Inc. Consolidated Balance Sheets setting out goodwill value from December 31, 2015, to December 31, 2024	1487
3)	Exhibit 3 – Alphabet Form 8-K dated June 27, 2017	1489

Tab	Description	Page No.
4)	Exhibit 4 – Alphabet Form 8-K dated July 18, 2018	1496
5)	Exhibit 5 – Alphabet Form 8-K dated March 20, 2019	1503
6)	Exhibit 6 – Alphabet Form 8-K dated April 17, 2025	1507
VOLUME 6 of 11		
D.	**Transcript of Cross-Examination of Rupert Younger**	**1511**
1)	Exhibit A-1 – Form 10-Ks from 2015 to 2024	1658 to 1845
VOLUME 7 of 11		
	Exhibit A-1 – Form 10-Ks from 2015 to 2024 (*cont.*)	1846 to 2143
VOLUME 8 of 11		
	Exhibit A-1 – Form 10-Ks from 2015 to 2024 (*cont.*)	2144 to 2429
VOLUME 9 of 11		
	Exhibit A-1 – Form 10-Ks from 2015 to 2024 (*cont.*)	2430 to 2631
2)	Exhibit A-2 – Goodwill Chart of Form 10-K Information from 2016 to 2024	2632
3)	Exhibit A-3 – Google Annual Goodwill Graph Dated 2015 to Present	2636
4)	Exhibit A-4 – Employee Chart with Hyperlinks	2638
5)	Exhibit A-5 – Employee Graph	2643
6)	Exhibit A-6 – Screenshots of Stock Prices Overview	2645
7)	Exhibit A-7 – Table of Google's Advertising Revenues from 2015 to 2024	2650
8)	Exhibit A-8 – Chart Tracking Google Revenues, Including Advertising Revenues, from 2015 to 2024	2652
VOLUME 10 of 11		

Tab	Description	Page No.
E.	**Transcript of Cross-Examination of Laura Pearce**	**2654**
1)	Exhibit 1 – LinkedIn profile page of Laura Pearce	2817
2)	Exhibit 2 – Webpage titled “Laura Pearce moves from AOL to Blue Ant”	2821
3)	Exhibit 3 – Chart titled “List of fines imposed upon Google from 2017 to present and reported in media”	2823
4)	Exhibit 4 – CBC Article titled “EU fines Google billions for breaching antitrust rules”	2827
5)	Exhibit 5 – Article titled “Google loses challenge against EU antitrust ruling, $2.8-bln fine”	2832
6)	Exhibit 6 – Article titled “Google loses fight against $2.7 billion EU antitrust fine”	2840
7)	Exhibit 7 – Article titled “Google hit with record $6.7B Cdn antitrust fine by EU regulators”	2847
8)	Exhibit 8 – Article titled “EU court backs EU antitrust decision against Google, trims fine”	2852
9)	Exhibit 9 – Article titled “France fines Google $57 million for European privacy rule breach”	2859
10)	Exhibit 10 – Article titled “EU regulators fine Google $1.68B US for abusing online ads market”	2866
11)	Exhibit 11 – Article titled “Google wins EU antitrust fine fight but setback for Qualcomm”	2870
12)	Exhibit 12 – Article titled “Google fined 150 million euros by France”	2878
13)	Exhibit 13 – Article titled “French court upholds 150 mln euro fine against Google for opaque ad rules”	2884
14)	Exhibit 14 – Article titled “Turkish competition board fines Google $16.3 mln”	2890
15)	Exhibit 15 – Article titled “Turkey fines Google $26 million for abusing market position: Competition board”	2896

Tab	Description	Page No.
16)	Exhibit 16 – Article titled “French watchdog fines Google, Amazon for breaching cookies rules”	2903
17)	Exhibit 17 – Article titled “Turkey fines Google for abusing dominant position”	2910
18)	Exhibit 18 – Article titled “Italy fines Google for excluding Enel e-car app from Android Auto”	2917
19)	Exhibit 19 – Article titled “Google loses fight on Android Auto access, bodes ill for Big Tech”	2924
20)	Exhibit 20 – Article titled “Google to change global advertising practices in landmark antitrust deal”	2933
21)	Exhibit 21 – Article titled “France fines Google 500 mln euros over copyright row”	2941
22)	Exhibit 22 – Article titled “S.Korea fines Google $177 mln for blocking Android customisation”	2949
23)	Exhibit 23 – Article titled “Italy's antitrust regulator fines Google, Apple over data use”	2957
24)	Exhibit 24 – Article titled “Italy court rejects Google's appeal against watchdog fine, accepts Apple's one”	2964
25)	Exhibit 25 – Article titled “Google hit with 150 mln euro French fine for cookie breaches”	2971
VOLUME 11 of 11		
26)	Exhibit 26 – Article titled “Russia fines Google $34 million for breaching competition rules”	2978
27)	Exhibit 27 – Article titled “Google fined $162 mln by India antitrust watchdog for abuse of Android platform”	2985
28)	Exhibit 28 – Article titled “India orders Google to allow third-party payments, slaps on another fine”	2993
29)	Exhibit 29 – Article titled “South Korea fines Google $32 mln for blocking games on competing platform”	3001
30)	Exhibit 30 – Article titled “Russian court fines Google an additional $47 million”	3008

Tab	Description	Page No.
31)	Exhibit 31 – Article titled “French competition watchdog hits Google with 250 million euro fine”	3015
32)	Exhibit 32 – Article titled “Turkey competition board fines Google 482 million lira over hotel searches”	3023
33)	Exhibit 33 – Article titled “Russian court fines Google $78 million for ignoring previous penalties”	3030
34)	Exhibit 34 – Article titled “Turkey's competition board imposes $8.9 million fine to Google”	3037
35)	Exhibit 35 – 2015 version of The Most Influential Brands in Canada Ipsos study	3044
36)	Exhibit 36 – 2016 version of The Most Influential Brands in Canada Ipsos study	3057
37)	Exhibit 37 – 2017 version of The Most Influential Brands in Canada Ipsos study	3070
38)	Exhibit 38 – 2018 version of The Most Influential Brands in Canada Ipsos study	3081
39)	Exhibit 39 – 2019 version of The Most Influential Brands in Canada Ipsos study	3092
40)	Exhibit 40 – 2020 version of The Most Influential Brands in Canada Ipsos study	3108
41)	Exhibit 41 – 2021 version of The Most Influential Brands in Canada Ipsos study	3130
42)	Exhibit 42 – 2022 version of The Most Influential Brands in Canada Ipsos study	3151
43)	Exhibit 43 – 2023 version of The Most Influential Brands in Canada Ipsos study	3176
44)	Exhibit 44 – 2024 version of The Most Influential Brands in Canada Ipsos study	3200
45)	Exhibit 45 – Document titled “Leger Syndicated Reputation Study Top Ten Rankings 2015-2025”	3225
46)	Exhibit 46 – Document titled "Google’s ranking in Canada’s most admired companies - Leger Study 2015-2025”	3238

Tab	Description	Page No.
47)	Exhibit 47 – Reuters document titled “Choose your subscription”	3240
48)	Exhibit 48 – Leger document titled “2025 Edition”	3242
49)	Exhibit 49 – Leger article titled “Corporate Reputation Takes a Hit in 2025”	3261
F.	**Exhibits Objected To During Cross-Examination**	**3275**
1)	Exhibit A-9 to Cross-Examination of Rupert Younger – Screenshot of Google Search Results Page	3276

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THE COMMISSIONER OF COMPETITION

Applicant

- and -

GOOGLE CANADA CORPORATION AND GOOGLE LLC

Respondents

--- This is the Cross-Examination on Affidavit of Laura Pearce, via Veritext Legal Solutions' virtual Zoom platform, with all participants attending virtually, on August 15, 2025.

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A P P E A R A N C E S :

Sanjay Kumbhare, Esq. for The Commissioner of
Katherine Rydel, Esq. Competition
Alexander Gay, Esq.
Christina Pan
Joella Fletcher
John Syme, Esq.
Kent Thomson, Esq. for Google Canada Corporation
Chenyang Li, Esq. and Google LLC

REPORTED BY: Leanne Kowalyk, AR, RCR, CSR(A)
Official Court Reporter

I N D E X

WITNESS: LAURA PEARCE PAGE

Cross-examination by Mr. Kumbhare..... 12
Re-examination by Mr. Thomson..... 119

The following list of undertakings, advisements and refusals is meant as a guide only for the assistance of counsel and no other purpose

INDEX OF UNDERTAKINGS

The questions/requests undertaken are noted by U/T and appear on the following pages: N/A

INDEX OF ADVISEMENTS

The questions/requests taken under advisement are noted by U/A and appear on the following pages: 36:21, 81:25, 82:9

INDEX OF REFUSALS

The questions/requests refused are noted by R/F and appear on the following pages: 99:14, 105:25

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INDEX OF EXHIBITS

NUMBER/DESCRIPTION	PAGE
Exhibit 1: LinkedIn profile page of Laura Pearce	13
Exhibit 2: Webpage titled "Laura Pearce moves from AOL to Blue Ant"	83
Exhibit 3: Chart titled "List of Fines Imposed Upon Google from 2017 to present and reported in Media" [Amended document title]	83
Exhibit 4: CBC Article titled "EU fines Google billions for breaching antitrust rules"	84
Exhibit 5: Article titled "Google loses challenge against EU antitrust ruling, $2.8-bln fine"	84
Exhibit 6: Article titled "Google loses fight against $2.7 billion EU antitrust fine"	85

PUBLIC

Exhibit 7: Article titled "Google hit with record $6.7B Cdn antitrust fine by EU regulators" 85

Exhibit 8: Article titled "EU court backs EU antitrust decision against Google, trims fine" 85

Exhibit 9: Article titled "France fines Google $57 million for European privacy rule breach" 86

Exhibit 10: Article titled "EU regulators fine Google $1.68B US for abusing online ads market" 86

Exhibit 11: Article titled "Google wins EU antitrust fine fight but setback for Qualcomm" 86

Exhibit 12: Article titled "Google fined 150 million euros by France" 87

Exhibit 13: Article titled "French court upholds 150 mln euro fine against Google for opaque ad rules" 87

PUBLIC

Exhibit 14: Article titled "Turkish competition board fines Google $16.3 mln" 87

Exhibit 15: Article titled "Turkey fines Google $26 million for abusing market position: Competition board" 88

Exhibit 16: Article titled "French watchdog fines Google, Amazon for breaching cookies rules" 88

Exhibit 17: Article titled "Turkey fines Google for abusing dominant position" 88

Exhibit 18: Article titled "Italy fines Google for excluding Enel e-car app from Android Auto" 89

Exhibit 19: Article titled "Google loses fight on Android Auto access, bodes ill for Big Tech" 89

PUBLIC

1	Exhibit 20: Article titled "Google to change global advertising practices in landmark antitrust deal"	89
2		
3		
4		
5	Exhibit 21: Article titled "France fines Google 500 mln euros over copyright row"	90
6		
7		
8		
9	Exhibit 22: Article titled "S.Korea fines Google $177 mln for blocking Android customisation"	90
10		
11		
12		
13	Exhibit 23: Article titled "Italy's antitrust regulator fines Google, Apple over data use"	90
14		
15		
16		
17	Exhibit 24: Article titled "Italy court rejects Google's appeal against watchdog fine, accepts Apple's one"	91
18		
19		
20		
21	Exhibit 25: Article titled "Google hit with 150 mln euro French fine for cookie breaches"	91
22		
23		
24		
25		

PUBLIC

Exhibit 26: Article titled "Russia fines Google $34 million for breaching competition rules" 91

Exhibit 27: Article titled "Google fined $162 mln by India antitrust watchdog for abuse of Android platform" 92

Exhibit 28: Article titled "India orders Google to allow third-party payments, slaps on another fine" 92

Exhibit 29: Article titled "South Korea fines Google $32 mln for blocking games on competing platform" 93

Exhibit 30: Article titled "Russian court fines Google an additional $47 million" 93

Exhibit 31: Article titled "French competition watchdog hits Google with 250 million euro fine" 93

PUBLIC

Exhibit 32: Article titled "Turkey competition board fines Google 482 million lira over hotel searches"	94
Exhibit 33: Article titled "Russian court fines Google $78 million for ignoring previous penalties"	94
Exhibit 34: Article titled "Turkey's competition board imposes $8.9 million fine to Google"	94
Exhibit 35: 2015 version of The Most Influential Brands in Canada Ipsos study	108
Exhibit 36: 2016 version of The Most Influential Brands in Canada Ipsos study	109
Exhibit 37: 2017 version of The Most Influential Brands in Canada Ipsos study	109

PUBLIC

Exhibit 38: 2018 version of The Most Influential Brands in Canada Ipsos study 109

Exhibit 39: 2019 version of The Most Influential Brands in Canada Ipsos study 109

Exhibit 40: 2020 version of The Most Influential Brands in Canada Ipsos study 109

Exhibit 41: 2021 version of The Most Influential Brands in Canada Ipsos study 109

Exhibit 42: 2022 version of The Most Influential Brands in Canada Ipsos study 110

Exhibit 43: 2023 version of The Most Influential Brands in Canada Ipsos study 110

PUBLIC

Exhibit 44: 2024 version of The Most Influential Brands in Canada Ipsos study 110

Exhibit 45: Document titled "Leger Syndicated Reputation Study Top Ten Rankings 2015-2025" 117

Exhibit 46: Document titled "Google's ranking in Canada's most admired companies - Leger Study 2015-2025" 117

Exhibit 47: Reuters document titled "Choose your subscription" 123

Exhibit 48: Leger document titled "2025 Edition" 127

Exhibit 49: Leger article titled "Corporate Reputation Takes a Hit in 2025" 127

-- Upon commencing at 10:03 a.m.

LAURA PEARCE: AFFIRMED.

CROSS-EXAMINATION BY MR. KUMBHARE:

1 Q. Good morning, Ms. Pearce.

A. Hello.

2 Q. My name is Sanjay Kumbhare. I'm counsel with the Commissioner of Competition, and I will be conducting today's cross-examination. So you have been sworn in; correct?

A. I have.

3 Q. And you understand that following today's cross-examination, a transcript will be formed and that that transcript will become part of the public record?

A. Yes.

4 Q. Can you please let us know if you have any documents in front of you?

A. I have my affidavit, a clean copy of my affidavit in front of me.

5 Q. Okay. Perfect. And you mentioned that it's a clean copy, but I just want to confirm this with you because it's important: You have not altered or marked up that affidavit in any way?

A. That's correct.

6 Q. Is that correct?

A. I have not. Yes.

7 Q. Okay. And I'll -- I'll try not to talk over you, Ms. Pearce, and if I do so, it's only because it is virtual, but I will do my best not to talk over you.

A. Of course.

8 Q. So, Ms. Pearce, you didn't sign an acknowledgment of expert witness alongside your affidavit, did you?

MR. THOMSON: She has not. She's here as a lay witness.

MR. KUMBHARE: Thank you, Mr. Thomson.

So we're going to start by talking a little bit about your background, Ms. Pearce. If I could please ask Ms. Cooke to get Ms. Pearce's LinkedIn profile page.

And Madam Court Reporter, I would ask that Ms. Pearce's LinkedIn profile page be marked as the first exhibit to this examination.

MR. THOMSON: That's fine.

EXHIBIT 1: LINKEDIN PROFILE PAGE OF LAURA PEARCE.

BY MR. KUMBHARE:

9 Q. We're going to start, Ms. Pearce, by talking a little bit about your education. So

it says here that you have a masters of arts in French language and literature; is that correct?

A. Yes, it is.

Q. And that's from McMaster University; is that correct?

A. Yes.

Q. Now, it also says that your masters was five years, which I suspect is not correct. So let's see if we can break that down a little bit together. You did a four-year undergrad; correct?

A. Yes, I did.

Q. And that undergrad was in French language and literature; correct?

A. Yes.

Q. And then you did a one-year masters; is that correct?

A. Yes.

Q. And that was also in French language and literature; is that correct?

A. Yes.

Q. And you didn't list your undergrad on your LinkedIn profile; correct?

A. That's correct.

Q. So you have no formal education in

marketing; is that correct?

A. Well, not exactly. I mean, I -- that was what I did, you know, you can see between 1991 and '96, which you know is a long time ago now. I certainly spent my entire career after university in marketing roles at digital and traditional organizations, but mainly focused in digital media.

17 Q. Respectfully, Ms. Pearce, that was not my question. I would be happy to ask Madam Court Reporter to read the question back to you.

My question was, do you have any form of -- you don't have any formal education in marketing; is that correct?

A. Yes, my university degree was not a marketing degree.

18 Q. Thank you. You have no formal education in branding or reputation; is that correct?

MR. THOMSON: Let's just be clear. When you're using the phrase "formal education," do you mean at university or some educational institution?

MR. KUMBHARE: Yes, that's correct, Mr. Thomson, yeah. I mean at a university or a

formal educational institution. That's right.

MR. THOMSON: Okay. So against that backdrop, put your question again.

BY MR. KUMBHARE:

19 Q. You have no formal education, bearing in mind the backdrop that Mr. Thomson has just enumerated, in branding or reputation; is that correct?

A. Yes.

20 Q. You have no formal education in economics; is that correct?

A. That's correct.

21 Q. And you have no formal education in antitrust; is that correct?

A. Yes, that's correct.

22 Q. So, Ms. Pearce, I don't see a publications section listed in your LinkedIn profile. You don't have any academic publications in a reputable journal; is that correct?

A. Can I just clarify specific to marketing or just in general?

23 Q. Let's start with general.

A. Well, my masters thesis would have been in a publication, but other than that you are correct. I don't have any formal academic

publishings.

Q. So let's then make this more specific: So you have no formal academic publications in the area of marketing; is that correct?

A. That is correct.

Q. You have no formal academic publications in the areas of branding or corporate reputation; correct?

A. That is correct.

Q. And you have no formal education -- you have no formal academic publications, sorry, in the area of antitrust; is that correct?

A. That is correct.

Q. And you have no formal academic publications in the areas of penalties or regulatory sanctions; correct?

A. Yes.

Q. Thank you. Okay. So we're going to speak a little bit now about your experience.

Ms. Cooke, if you could scroll up. Thank you.

So you started your career as a marketing manager for Dell Canada; is that correct?

A. It is.

29 Q. And that was from 1999 until November 2002; is that correct?

A. Yes.

30 Q. So would you agree with me, seeing that your masters ended in 1996 and your first job was in 1999, would you agree with me that there is a gap between your masters and your first job at Dell?

A. No, that's not correct. That may be what appears here, but in 1996 I participated in an exchange program as part of my masters degree, and I spent two years working in Paris, France, at a university, and when I returned from that, I -- in 1998, I subsequently got my first job out of university in the marketing field at Dell Canada in 1999 and remained there for three years.

MR. THOMSON: Sorry, can I just say that Katherine Rydel's messages are appearing on the screen for some reason. I'm not sure why.

MR. KUMBHARE: Thanks for letting us know, Mr. Thomson. I think Ms. Rydel is on.

MR. THOMSON: I'm not sure they're directed to us. They may be directed to one of her colleagues at the bureau.

MS. RYDEL: I think someone that's screen sharing might have their entire screen up as opposed to just the affidavit -- or pardon me, just the exhibit binder.

MR. THOMSON: Yeah, I just don't want us seeing something we shouldn't see is my only point.

MR. KUMBHARE: Yes. Thank you, Mr. Thomson. So yeah, I only see the cross-examination binder on my screen, so I think we'll just proceed.

MR. THOMSON: The message is gone now.

MR. KUMBHARE: Okay. Perfect. Well, we've -- I appreciate you letting us know, Mr. Thomson. Thank you. That's very helpful.

MR. THOMSON: Okay.

BY MR. KUMBHARE:

31 Q. So I believe we were talking about an exchange program that you did following your masters for two years?

A. Yes.

32 Q. And I believe that you told me that that was at an educational institution; is that correct?

A. Yes, it was. It was at the

Universit? de Nanterre in Paris.

33 Q. And that would have been in the area of French language and literature; is that correct?

A. Yes, that's correct.

34 Q. Okay. So coming back to your experience, from Dell you moved on to AOL Canada where you were a product manager; is that correct?

A. Yes.

35 Q. And that was from November 2002 until November 2003; correct?

A. It was.

36 Q. From there you went on to Trader Media Corporation where you were a senior marketing manager; correct?

A. Yes.

37 Q. And that was from November 2003 to December 2005; correct?

A. Yes.

38 Q. And then it was on to Canwest Media as the general manager for online advertising; is that right?

A. Yes, online automotive. I ran an online automotive portal for the newspaper group called driving.ca.

39 Q. My mistake. Thank you. And that was from January 2005 to May 2008; correct?

A. Yes.

40 Q. And then it was on to Postmedia Network where you were the director of marketing and communications strategy; correct?

A. Yes. I'll just clarify that Canwest underwent, like, a change in their corporate structure, so it was really the same employer but they changed their name, and so I reflected it there because it was no longer called Canwest MediaWorks.

41 Q. And when you say they reflected a change, would you -- would it be accurate to say that what you were referring to is that Canwest Media underwent a change that then became Postmedia, and that's why you have reflected this as two different positions?

A. That's correct. And yes, that's correct.

42 Q. Okay. Thank you. That's helpful.

MR. THOMSON: Sorry, one small correction: I take it from the description that the position actually changed?

THE AFFIANT: The position changed.

MR. THOMSON: Not just the corporation, the position changed?

THE AFFIANT: Right. I'm just indicating that I was at the same company for all that period. It just changed in its corporate name, and I needed to reflect that.

BY MR. KUMBHARE:

43 Q. Okay. So let's unpack that a little bit so just to make sure I'm on the same page as you. So Canwest MediaWorks became Postmedia Network; is that correct?

A. Yes.

44 Q. And you transitioned positions from the general manager of online automotive advertising into the director of marketing and communications strategy; correct?

A. Yes.

45 Q. Okay. Thank you. So from Postmedia you went back to AOL Canada; is that correct?

A. It is.

MR. THOMSON: Can you scroll up, please, in that profile. There, thank you.

MR. KUMBHARE: Thank you.

46 Q. And at AOL Canada you were the

director of marketing and communications; correct?

A. I was.

47 Q. And that was from November 2010 to October 2014; correct?

A. Yes.

48 Q. And from there you went on to Blue Ant Media; is that right?

A. Yes.

49 Q. And your first position there was as the vice-president of brand strategy and fan engagement; is that correct?

A. No, that's not correct. I was the VP of marketing and digital.

50 Q. Ms. Cooke, could we please get the article.

So, Ms. Pearce, we're looking at an article online, and it is dated October 20th, 2014, do you see that?

A. I do.

51 Q. And I'll just read you the first sentence of this article, it says:

"Laura Pearce has made a move from AOL Canada to Blue Ant Media, joining the company in the new role of VP, brand strategy and fan

engagement."

Does this refresh your memory?

A. It does. I think I can explain that often when you do these interviews, they make an error or misunderstand the title. So it's not necessarily a reflection of a different job. It's just a -- you know, I can't say exactly why they wrote that in 2014, but that's how they covered it. It doesn't materially change the role that I was in.

52 Q. So your evidence today, Ms. Pearce, is that this article that was a profile on you, and your -- detailing your job change is inaccurately reported; is that correct?

MR. THOMSON: No, it doesn't purport to set out the title. It describes the role. There's no inconsistency one to the other. Just read the paragraph carefully.

MR. KUMBHARE: Well, respectfully, Mr. Thomson, it says that she joined the company in the new role of vice-president of brand strategy and fan engagement.

MR. THOMSON: Yes, lower case all the way through. I'm just saying -- I'm not sure why we're spending any time on this whatsoever, but I

see no inconsistency here.

MR. KUMBHARE: Well, that's not what's listed in paragraph 3 of her affidavit, and that's not what's listed in her LinkedIn profile, and so I'm just trying to get an idea of her experience leading up to her time at Google.

MR. THOMSON: All right. I cannot believe for 10 seconds that the case is going to turn on a description in an article about the actual title of the role played at Blue Ant Media some I don't know how many years ago.

THE AFFIANT: Ten.

MR. THOMSON: Ten years ago. So why don't we move on.

MR. KUMBHARE: That's fine. We can move on.

53 Q. Can we please go back to the LinkedIn profile. So from Blue Ant Media, Ms. Pearce, you then were the head of consumer marketing for Twitter Canada; is that correct?

A. Yes, it is.

54 Q. And that was from August 2016 to July 2019; is that correct?

A. Yes.

55 Q. And then you were the head of

marketing for Twitter Canada; is that correct?

A. Yes. So when I first joined, I was head of consumer marketing, and then subsequently they had me take over all marketing efforts, which included our business-to-business marketing work.

56 Q. And your position as head of consumer marketing was from August 2016 to July 2019; correct?

A. Yes.

57 Q. And your position as head of marketing for Twitter Canada was from July 2019 to July 2021; is that correct?

A. Yes.

58 Q. And you omitted this position as head of marketing for Twitter Canada from paragraph 3 of your affidavit; is that correct?

A. Obviously in section H here it says head of consumer marketing for Twitter Canada from 2016 to 2021. As you can understand, I had -- I worked for the same company in a capacity leading marketing, and so it's a small detail on my LinkedIn profile, but broadly I worked for Twitter marketing -- Twitter Canada as their head of marketing during that time.

59 Q. But these were -- and when I say "these," I am referring to the head of consumer marketing and the head of marketing roles. These were two separate roles; correct?

A. Well, it was an expansion of my responsibility in the role, so I don't know that they're necessarily completely different, but originally I had a scope that was focused on consumers, and then my scope expanded to include all of our business marketing.

60 Q. But that -- respectfully, Ms. Pearce, that wasn't my question. Were these two -- my question was that these were two separate roles; correct?

MR. THOMSON: Sorry, that is the very question she just answered.

MR. KUMBHARE: Okay.

MR. THOMSON: And again this case is not going to turn on that role at Twitter five, six, seven years ago, so let's move on.

MR. KUMBHARE: That's fine, Mr. Thomson. I'm just trying to get an idea of what her experience was leading up to Google.

MR. THOMSON: Yeah, and she's told you very fairly what her experience at Twitter was.

MR. KUMBHARE: All right.

61 Q. So in 2021 you joined Google; is that correct?

A. It is correct.

62 Q. And you have been there ever since 2021; correct?

A. That's correct.

63 Q. So since 1999, approximately 26 years, would you agree with me that you've switched jobs at least 11 times?

A. Well, I'd have to go back and count.

MR. THOMSON: Does the precise number matter? I mean, we can all count the entries both on the LinkedIn profile and in the affidavit, but let's say approximately ten.

MR. KUMBHARE: That's fair, Mr. Thomson. That's a fair comment. The precise number doesn't really matter. You're quite right. Let's move on.

64 Q. So at Google, the only position that you have held is as the country marketing director; is that correct?

A. That's correct.

65 Q. And in your affidavit at

paragraph 2, you also refer to this as the head of marketing; is that correct?

A. That's correct.

66 Q. So let's see if we can nail down an idea of your primary roles and responsibilities as the country marketing director or head of marketing. So in this role you would craft marketing strategies for advertising campaigns; is that correct?

A. I would craft advertising strategies and marketing campaigns for both consumer and advertiser, or customer and consumer, yes.

67 Q. And customer and consumer is two different things; correct?

A. It is.

68 Q. So as part of this role, you would also set marketing goals for the organization; is that correct?

A. I would set marketing goals for Google Canada's marketing organization, but I would also be subject to goals that are set by the broader marketing organization globally.

69 Q. Okay. And you'd be responsible for monitoring these goals; is that right?

A. Yes.

70 Q. And you would be responsible for reporting on these goals to the rest of the management team; is that correct?

A. Yes. When they request those reviews and reports, I would provide them.

71 Q. And so you would also be primarily responsible for preparing budgets for the marketing department; is that correct?

A. Not exactly. I would -- I receive a budget from the global marketing organization based on, you know, a planning exercise that we undertake, and then I make determinations on how we spend that marketing budget in Canada across the different areas of the business.

72 Q. Okay. And so let me just get this straight. You would manage the budgets; is that correct? Is that accurate?

A. It's not exactly. I would provide my expertise and counsel to the global marketing teams that I report in to around what is required for the Canadian marketplace and the importance of Canada in our global structure, and of course the needs and requirements to hit the goals that we talked about. And then once we've agreed upon

those budgets, then I would manage the use of those budgets against different initiatives across consumer and customer.

73 Q. In the Canadian market; is that right?

A. In the Canadian market, yes.

74 Q. And would you have to report on how you were doing with respect to those budgets to the other management teams, or would there be any reporting that you would have to do on those budgets?

A. And can you just clarify what you mean by "other management teams"?

75 Q. Like, finance department heads, heads in the US, the other top level managers.

A. Yes, I would track and report my budget spend across the year, and we would track results against that, and that would be submitted as part of our regular process, and of course be reviewed in planning in order to make determinations for future initiatives.

76 Q. And would you also set pricing -- would you set pricing strategies in Canada? Is that correct?

MR. THOMSON: Pricing for what?

MR. KUMBHARE: Pricing for the various products that she manages that are under her marketing purview.

MR. THOMSON: I'm not sure she said she manages products. I'm not sure what you're referring to. Why don't you clarify.

THE AFFIANT: Yeah, I can clarify. So I don't manage the products. I manage the marketing of the products. And so I would not be involved in setting pricing strategy for products. I would be involved in amplifying information about those products to our various consumer and customer bases.

BY MR. KUMBHARE:

77 Q. And you would monitor your competition to see what they're doing; is that correct?

A. Can you just clarify what you mean by "monitor"?

78 Q. Like, you would look at what your competitors were doing and use that to craft your own marketing strategies; is that correct?

A. I would -- not exactly correct. I would say we craft our marketing strategies based on our understanding of the user. We actually have

an expression at Google: Know the user, know the magic, connect the two. That's our marketing sort of mantra, so I'm really looking at the user and how they interact with our products, what their needs are, and then I craft the marketing strategy based on that.

It -- we of course look in the marketplace to see what other marketers and other players in the space are doing, but we are not necessarily specifically using that information to craft our marketing strategy.

79 Q. Okay. That's helpful. Thank you. So I don't expect the list that we've just come up with to be totally exhaustive, but is there anything that you would be primarily responsible in your day-to-day that we have missed, that we haven't discussed?

A. I don't believe so. Just to be super clear, as -- you know, I look after all of the marketing efforts that happen in Canada to consumers and customers with the exception of Google Cloud.

80 Q. And so because it was -- we did not discuss it, and it was not in the list, you'd agree with me that the assessment of any crises or

events involving negative publicity would be handled by someone else in the company; is that correct?

A. Not exactly, because we have a communications team that would be frontline when there would be any press inquiries, but you know, I work collaboratively with our comms team each and every day, and we are continuing to work together to address anything that may require addressing, and also to, you know, work on, you know, driving awareness of our various marketing initiatives.

81 Q. But you are not a member of the communications team; is that correct?

A. That is correct.

82 Q. Okay. So we're going to move on. I'm going to ask Ms. Cooke to put a chart on the screen, but before -- we're going to go through this chart together. It's a chart of news articles. But before we do, we're just going to talk about one quick housekeeping item with respect to this chart.

So I had the benefit of watching some of the previous examinations, and where charts like the one on the screen have been made, your counsel, and I suspect that he'll speak up, has suggested

that we operate under the assumption that this chart is accurate for the time being, and that they will take it away and verify the accuracy, and if they have any issues, they will get back to us on that. Is that acceptable?

MR. THOMSON: Yeah, we haven't obviously made that commitment in respect of this chart. This seems to be a new chart that I haven't seen before, but is your question whether we will proceed or agree to proceed on the basis of accepting the accuracy of your chart for the purposes of this examination --

MR. KUMBHARE: That's right.

MR. THOMSON: -- subject to the right to come back to you and tell you that we disagree with the contents of the chart? Is that the question?

MR. KUMBHARE: That's right. My question is, we'll proceed with this examination using this chart, and you can come back to us later about whether you disagree with the accuracy of the chart.

MR. THOMSON: Well, in order to fulfill that obligation, we would of course need all of the source articles referred to in the chart, which we

have not seen.

MR. KUMBHARE: And that's fine, because you can see that they're hyperlinked here, and so that should be quite easy for you to gather, and they were all provided to you as part of the materials that were given to you as part of this examination.

MR. THOMSON: And when do we receive those?

MR. KUMBHARE: You should have received them 15 minutes before the start of the examination.

MR. THOMSON: So let me just ask Chenyang. Have we received those?

MR. LI: We have the cross-examination brief, yes.

MR. THOMSON: Okay.

MR. KUMBHARE: So it is my understanding that all of the articles referenced in this chart are included in that binder.

U/A MR. THOMSON: All right. I'll take your question under advisement.

MR. KUMBHARE: Okay.

83 Q. So maybe we can zoom in. It's a little bit -- okay. That's perfect. So were you

aware, Ms. Pearce, that in or around 2017 Google was fined 2.42 billion euros by the European Union for abuse of dominance in 2017?

A. Just before we start.

84 Q. Okay.

A. We're on page 16 of this document. Is there any context that I should be seeing up above, or are we only going to look at this? Is this an article or is this -- this is prepared by you?

85 Q. This is prepared by us.

A. Okay.

MR. THOMSON: I believe this is a chart that the people at the competition bureau prepared for the purposes of this examination that lists, among other things, fines that may have been imposed upon Google from time to time starting in 2017, and in the right column I see a reference to "Source Article(s)."

We haven't seen the articles, but they're apparently part of the cross-examination package sent to us 15 minutes before the start of the examination, so what we've been asked to do is for the purposes of this examination accept that the description of the source articles in the

column on the right is accurate, and I have taken that question under advisement.

THE AFFIANT: Okay. Thank you.

MR. THOMSON: Now, against that backdrop, what is your question?

BY MR. KUMBHARE:

86 Q. My question is if she was aware that in 2017 Google was fined 2.42 billion euros by the European Union?

MR. THOMSON: Presumably apart from preparing for this examination today?

MR. KUMBHARE: That's right.

THE AFFIANT: Apart from preparing for this examination today?

BY MR. KUMBHARE:

87 Q. Yes.

A. I would say I wasn't aware of the specifics, but I'd be broadly aware that there have been times when these things have occurred.

88 Q. So my specific question, though, Ms. Pearce, is that were you aware of this specific fine for 2.42 billion euros by the European Union?

A. I would not have been aware of the specific details, no.

89 Q. So when you say "the specific

details" --

A. I think if you asked me am I aware that over the years there have been instances of Google having been fined, I could say yes. Was I specifically aware in 2017 or subsequently after of this, I would say no. I wasn't working at Google at that time, and I may not have been following this closely.

90 Q. So let me try rephrasing my question. Were you aware -- are you -- were you aware of this specific fine for 2.42 billion euros by the European Union imposed on Google?

MR. THOMSON: Presumably in 2017, is that your question?

MR. KUMBHARE: Well, even sitting here today.

MR. THOMSON: Well, again, we've excepted from that her preparation for this examination, so really the question at the end of the day is in 2017, were you aware of that specific fine? Let's start with that.

MR. KUMBHARE: Sure.

91 Q. Let's start with that.

A. Likely not.

92 Q. And sitting here today, are you

aware of this specific fine?

MR. THOMSON: Again, other than -- I'm not prepared to allow her to discuss her preparation sessions with her counsel, so backing that out of the equation, I believe she said the answer is no.

MR. KUMBHARE: Okay. Thank you, Mr. Thomson. That's very helpful.

93 Q. And presumably since you were not aware of the specific fine, were you aware that on June 27th, 2017, the CBC reported on this fine?

A. I don't know, but I think -- I don't have specific awareness of that, no.

94 Q. So, Ms. Cooke, could we get the article, please.

So you would agree with me that this is an article by the CBC?

A. Yes, it appears to be.

95 Q. And the article -- maybe we can zoom in. It's very small. The article is dated June 27th, 2017.

A. M'mm-hmm. It is.

96 Q. And can we get the first paragraph of this article, please. You'd agree with me that this first paragraph said:

"The European Union's competition watchdog has slapped a record 2.42 billion euro fine - roughly $3.6 billion Cdn - on internet giant Google for breaching antitrust rules with its online shopping service."

A. I agree that that's what it says, yes.

97 Q. And you would agree with me that this was reported in a public news source?

A. Yes.

98 Q. And you have no reason to believe that this article is inaccurate; is that correct?

A. That's correct.

99 Q. Okay. And this fine predated your employment at Google; is that correct?

A. Yes, because I started at Google in 2021, and this is in 2017.

100 Q. So let's go back to --

A. And --

101 Q. Oh, sorry, I didn't mean to cut you off.

MR. THOMSON: Finish your sentence.

THE AFFIANT: I would just say that,

you know, as described, I spent my whole career in Canada, and I'm focused on Canada and the Canadian market, and so that -- you know, I -- and it's hard for me to recall specifically what I read in 2017. I don't have a specific recollection of noting this, and I didn't know the details of the fine itself, because I'm very focused on the Canadian market and this may not have come to my attention.

BY MR. KUMBHARE:

102 Q. You would agree with me that this was reported in a Canadian news source?

A. Yes, of course.

MR. THOMSON: About a European fine.

BY MR. KUMBHARE:

103 Q. So can we go back to the chart, please. So similar question, Ms. Pearce, were you aware that in 2018 Google was fined 4.34 billion euros by the European Union?

A. Can we just -- sorry, so we're in section 2 now of the -- I just want to make sure where I'm looking. So September 14th, 2022, is that what we're referencing?

104 Q. No, no. We are referencing July 18th, 2018, and row 2, and my question --

A. Okay. So I think my answer is

that I may have been aware at a high level, but I could not have -- if you had asked me how much was Google fined, I would not have been able to tell you, so I'm -- would be aware at a high level, but I'm not specifically aware of the details.

105 Q. Okay. Can we get the article, please. So you'd agree with me that this is an article by the CBC?

A. It does appear to be an article by the CBC, yes.

106 Q. And it's dated July 18th, 2018?

A. Yes, I can see the date there.

107 Q. And let's go to the first paragraph. You'd agree with me that this paragraph says that the:

"European Union regulators hit Google with a record 4.34-billion euro (nearly 6.7-billion Cdn) antitrust fine on Wednesday for using its Android mobile operating system to squeeze out rivals."

MR. THOMSON: Just before you -- let's go to the top of the article, please.

MR. KUMBHARE: Okay.

MR. THOMSON: I just want to make sure

we have it in the record at the same time, so the title of the article is:

"Google hit with record $6.7B Cdn antitrust fine with EU regulators."

And the next heading is "Tech giant said it will appeal." I just want to make sure we don't lose sight of the entire heading, so against that backdrop of the tech giant saying it will appeal, let's go down. Scroll down, and you want -- and your question is, have you accurately read the first paragraph?

MR. KUMBHARE: That's right.

MR. THOMSON: That's your -- yes, you've accurately read it.

BY MR. KUMBHARE:

108 Q. And could I just get the witness to answer, please.

A. Yes, I can see that that's what the first paragraph says.

109 Q. And so you would agree with me that this was reported in a public news source?

A. I would.

110 Q. And you have no reason to believe that this article is inaccurately reported;

correct?

A. I don't have any specific knowledge of that, but I don't have any reason to believe that either.

111 Q. Okay. And back to the chart, and your counsel has brought up the appeal, so why don't we talk about that. Were you aware that in or around 2022 the European General Court upheld the fine but reduced the amount from 4.34 billion euros to 4.125 billion euros?

A. Again, I'm broadly, like, at a high level aware, but I wouldn't have been aware of -- I wouldn't have been following closely the amounts or the specifics of that appeal.

112 Q. So why don't we move on to number 3.

MR. THOMSON: Well, before you move on to number 3, let's talk about number 2, because your chart is incomplete and therefore inaccurate, and if you go to the form 10-K, the most recent form 10-K of Alphabet, that -- of the year ending December 31, 2024, that's now been marked as exhibits in at least two of the examinations last week that I was at, the examination of Mr. Zember and then the examination on Friday in London of

Mr. Younger. Page 79 of that form 10-K was put to a variety of witnesses, and the sentence that's missing from your chart says that Google subsequently appealed the general court's affirmation of the EC decision with the European Court of Justice, and that that appeal remains pending, so just for completeness let's make sure that's part of the record.

MR. KUMBHARE: That's fine. Thank you. Thank you, Mr. Thomson, for that addition. Shall we move on to number 3?

MR. THOMSON: Yes.

BY MR. KUMBHARE:

113 Q. So, Ms. Pearce, were you aware that the French CNIL, which is the data privacy regulator in France, fined Google 50 million euros for data privacy breaches in 2019?

A. Again, I have a high level awareness of this but not the specifics.

114 Q. So let's get the specifics. Can we get the article, please.

So this is an article from Reuters, which is dated January 21st, 2019; correct?

A. Yes, I see that's the date.

115 Q. And it is entitled -- sorry, stay

on the title, please. It's entitled "France fines Google $57 million for European privacy rule breach"; is that correct?

A. That's correct.

116 Q. Does that refresh your memory?

MR. THOMSON: Have you ever seen this article?

THE AFFIANT: I don't know, but I don't believe so.

BY MR. KUMBHARE:

117 Q. But you would agree with me that this is reported in a public news source; correct?

A. Yes, I would agree with that.

118 Q. And you have no reason to doubt the accuracy of this article; is that correct?

A. That's correct.

119 Q. All right.

Back to the chart, please, Ms. Cooke.

And I think we were on number 4. Were you aware, Ms. Pearce, that in 2019 Google was fined $1.68 billion US by the European Union?

A. Again, I'm high level aware of these things, but I'm not -- you know, I could not tell you if I was asked what the specific fine was or what the specific details of it were.

120 Q. And so let's get the specific details. Could we get the article, please.

So you'd agree with me that this is an article from the CBC?

A. Yes.

121 Q. And you would agree with me that the date on this article is March 20th, 2019?

A. Yes, I can see that's the date.

122 Q. And the title of the article is: "EU regulators fine Google $1.68B US for abusing the online ads market."

Is that correct?

A. That's correctly read the headline, yes.

123 Q. And you agree with me that this is reported in a public news source?

A. I do.

124 Q. And you don't have any reason to doubt the accuracy of this reporting; correct?

A. That's correct, I don't.

125 Q. This fine also predates your employment at Google; is that correct?

A. Based on the date of 2019, that's correct.

126 Q. So let's go back to the chart, and I know Mr. Thomson is going to say this, so I'll just save him the trouble. In 2024, were you aware that the European General Court annulled the fine?

A. I was not aware of the specific annulment.

127 Q. Let's move on to number 5.

MR. THOMSON: And again just for completeness and in fairness to you, I'm referring back to the most recent form 10-K of Alphabet for the year ending December 31, 2024, again marked as exhibits during the cross-examinations of both Mr. Younger and Mr. Zember last week. The operative sentence in the form 10-K under the heading "AdSense Research" it says: [as read]

"In 2019 we appealed the EC decision. In September 2024 the general court overturned the EC decision and annulled the 1.5 billion euro fine."

And then again in fairness to you:

"The EC has appealed the general court's decision with the European Court of Justice."

So that appeal apparently remains pending.

MR. KUMBHARE: Thank you very much, Mr. Thomson. That's very helpful. Let's keep it moving, though. Let's go to number 5 on the list.

128 Q. Ms. Pearce, were you aware that in 2019 Google was fined 150 million euros or approximately $167 million by the French competition authority?

A. Again, I might be broadly aware, but I wasn't aware of the specifics, and I think just to explain a little bit, again, my focus is Canada, our privacy and marketing laws are different in Canada than in the European Union. We have CASL and PIPEDA here, so that might -- you know, I would be broadly aware of it, but I wouldn't be specifically aware, because it -- it's not an impact to my -- the world of -- what I do in Canada.

129 Q. So let me get this straight. Is your evidence that a fine in a foreign jurisdiction of this magnitude would have no impact on your work in Canada?

A. I would say that it -- the -- it wouldn't change my work, because the privacy guidelines that I am held to are set by the Canadian government, so I'd be broadly aware of

this, but it wouldn't change how we go to market in my job in that time at Twitter.

130 Q. Let's get the article. So you'd agree with me that this is an article from Reuters?

A. I would.

131 Q. And dated December 20th, 2019?

A. Yes.

132 Q. Entitled "Google fined 150 million euros by France"?

A. Yes, I can see that's the title.

133 Q. And you would agree with me that this is a public news source?

A. Yes, I would.

134 Q. And sitting here today you don't have any reason to believe that this article is inaccurately reported; correct?

A. That's correct.

135 Q. All right. Let's go back to the chart, please. So number 6 on the list, taking a trip to Turkiye now, are you aware that in 2020 Google was fined 98.35 million Turkish lira or 16.26 million by the Turkish competition authority?

A. No, I don't think that I am.

136 Q. So let's get the article, please, Ms. Cooke.

So you'd agree with me this is an article from Reuters dated February 14th, 2020?

A. Yes, I can see that's the date.

137 Q. And it's titled the:

"Turkish competition board fines Google $16.3 mln."

Which I take to mean million; is that correct?

A. Yes, I can see that's the headline.

138 Q. And you'd agree with me that this is reported in a public news source?

A. Yes, I would.

139 Q. And sitting here today you don't have any reason to doubt the accuracy of this article; correct?

A. That's correct.

140 Q. All right. Back to the chart. Number 7. Were you aware that the Turkish competition authority fined Google 196.7 million lira or $26 million in 2020?

A. I don't think that I was, no.

141 Q. Let's get the article. You'd agree with me this is an article from Reuters?

A. Yes.

142 Q. And that it's dated November 13th,

2020?

A. Yes, it is.

143 Q. And it's titled:

"Turkey fines Google $26 million for abusing market position: competition board."

Is that correct?

A. Yeah, I can see that's the headline.

144 Q. You would agree with me that this is reported in a public news source?

A. I would.

145 Q. And you have no reason to doubt the accuracy of this article; correct?

A. That's correct.

146 Q. All right. Back to the chart. Thanks, Ms. Cooke.

And were you aware that Google was fined 100 million euros or $121 million by the French CNIL, again the data privacy regulator, in 2020?

A. Again, I'm broadly aware, but I'm not versed in the specifics of these individual cases, and you know, I wouldn't have necessarily known the specifics of, you know, the CNIL versus

the Turkish competition authority, so I'm -- I think high level I'm generally aware, but I'm not aware of the specifics.

147 Q. Let's get the article, please. So you'd agree with me this is an article by Reuters dated December 10th, 2020?

A. Yes, I'd agree that it's dated December 10th, 2020.

148 Q. We need -- for this one the title is not so helpful, so we need the first paragraph. And you would agree with me that the first paragraph reads that:

> "France's data privacy watchdog has handed out its biggest ever fine of 100 million euros ($121 million) to Alphabet's Google for breaching the country's rules on online advertising trackers (cookies)."

A. Yes, and I can see it also says that:

> "... on Thursday it had also fined e-commerce giant Amazon 35 million euros for breaking the same rules,"

149 Q. Thank you for that addition. Yes,

it does say that. You'd agree with me that this was reported in a public news source?

A. Yes, I would agree this is a public news source. I guess what is not here is whether these Reuters articles were picked up by Canadian press. I don't know. I can't comment on that.

150 Q. Well, you'd agree with me that Reuters is a Canadian company, headquartered at Bay Adelaide Centre in Toronto; correct?

MR. THOMSON: Reuters is? You think Reuters is a Canadian company headquartered here, is that your suggestion?

MR. KUMBHARE: That is my suggestion.

MR. THOMSON: Yeah, well, we respectfully disagree. You're going to have to try to prove that that's the case, which I know to be incorrect, so no, we don't accept the suggestion.

MR. KUMBHARE: All right. Well, that was not my question.

151 Q. My question was if it was a publicly available news source?

MR. THOMSON: Well, presumably publicly available in Canada, that's your question?

BY MR. KUMBHARE:

152 Q. This would be publicly -- yes, this would be publicly available in Canada, it's available online?

MR. THOMSON: And I believe Ms. Pearce just answered that question to say she does not know whether any Canadian publication actually picked up this article published by Reuters in Paris. That was her evidence.

MR. KUMBHARE: That's fine, so I'll ask another question then.

153 Q. You would agree with me that this article is publicly available online?

A. Yes, I would agree to that. I was only suggesting that, you know, as -- again, as my focus is Canada, I don't know whether it was picked up by any Canadian news sources and broadly distributed.

154 Q. But you don't have any reason to doubt the accuracy of this article; correct?

A. That's correct.

155 Q. Back to the chart. So, Ms. Pearce, are you aware that the Italian competition authority fined Google 102 million euros or $123 million for abuse of dominance in 2021?

A. Again, I think my answer to most of these, notably when they occur outside of Canada, is that I'm broadly aware, but I am not aware of the specifics, as I would not be actively following this kind of news from outside of Canada.

156 Q. That's fine. Well, let's get the article for the specifics. So you'd agree with me this is an article from Reuters?

A. It is.

157 Q. And it is dated May 13th, 2021?

A. Yes, it is.

158 Q. And again, the title not very helpful, so could we please get the first paragraph. Would you agree with me that the first paragraph of this article says that:

"Italy's competition regulator has fined Google 102 million euros ($123 million) for excluding an e-mobility app developed by Enel from the U.S. tech giant's Android system."

A. I see that that's what's written there, yes.

159 Q. And again you'd agree with me that this is a public news source?

A. It is. I'll go back to I don't know whether this specific story from Milan was reported broadly in Canadian press, but I agree that Reuters is a public news source.

160 Q. Okay. And you have no reason to doubt the accuracy of this article; is that correct?

A. I have no reason to doubt the accuracy.

161 Q. All right. Back to the chart. So I think you're getting the pattern here, but I'll just again for thoroughness ask the question, do you agree with me -- sorry, were you aware that in 2021 Google was fined 220 million euros or $268 million by the French competition authority?

A. Again, I'm at a high level aware. I'm not aware of the specifics of the fine and the details.

162 Q. All right. We'll get the specifics from the article, please.

You'd agree with me this is an article from Reuters?

A. Yes, this is another article from Reuters.

163 Q. And it's dated June 7th, 2021?

A. It is.

164 Q. And can we get paragraph 3 of this article, please.

I believe it says:

"The settlement, announced on Monday and included a fine on of 220 million euros ($268 million), was the first time the U.S. tech giant [has] agreed to make changes to its ad business, which brings in the bulk of its revenue."

A. Yes, I can see that that's the statement there.

165 Q. And in the same pattern, you would agree with me this is a public news source?

A. Yes, and again, it's a public news source article published from Paris. I don't have any knowledge of whether it was picked up by the Canadian press.

166 Q. You don't have any reason to doubt the accuracy of this reporting; correct?

A. No, I don't.

167 Q. Okay. Back to the chart. Were you aware, Ms. Pearce, that in 2021 Google was fined 500 million euros or $593 million by the

French competition authority for copyright issues?

A. I don't believe that I was, no.

168 Q. Let's get the article, please. A helpful title this time, so would you agree with me, Ms. Pearce, that this is an article by Reuters dated July 13th, 2021?

A. Yes, I can see that's the date.

169 Q. Okay. Thank you. It is a bit blurry for some reason, so thanks for confirming that, and you would agree with me that the title says:

"France fines Google 500 mln euros over copyright row."

A. Yes, I can see that.

170 Q. And you have no reason to doubt the accuracy of this reporting; correct?

A. That's correct.

MR. THOMSON: To be clear, I'm just not sure what turns on this.

Do you know anything about this proceeding? Can you confirm the accuracy one way or the other?

THE AFFIANT: No, I don't -- I -- you know, I'm a marketing person, so I'm not, you know, following closely anything around copyright. As

I've said, I follow what's happening in the Canadian marketplace. That's been where I've worked and spent all of my career, and so I don't have any details if you ask me any specific questions. I couldn't answer them.

MR. THOMSON: I mean, my point being that if you're trying to prove the truth of the contents of any of these articles, you can't do it through this witness. She's already testified again and again she knows nothing about any of this, so all you're doing is showing her articles and asking her whether she has some reason to believe that Reuters got it wrong. She simply can't confirm any of this. I think you know that.

MR. KUMBHARE: And that's fine, Mr. Thomson. If she's unable to confirm, she's unable to confirm if that is her answer and that is her evidence.

MR. THOMSON: I'm just questioning the utility of putting article after article after article to the same witness who has seen none of this, knows nothing about any of this, and asking her whether she has any basis to disagree with the headline. She can't -- she's said again and again she can't confirm one way or the other whether

these articles are correct, incorrect. She knows nothing about the underlying proceedings, nothing about the articles; she's never seen them before. I'm just questioning what we're doing here.

MR. KUMBHARE: And that's fine, Mr. Thomson. I mean, I am all right to have her give that answer. That's her answer.

MR. THOMSON: And she's given it again and again. I just -- I'm just trying to move us along a little bit because there's no utility, sir, by putting this sort of thing to a witness, any witness, let alone Ms. Pearce, and asking the sorts of questions that you are. She just simply can't help you as to whether the articles are correct, incorrect, accurate, inaccurate, whether there's some nuance that ought to have been reflected in the article but isn't. It's just a series of articles.

MR. KUMBHARE: Well, that's fine, Mr. Thomson, but if I'm not mistaken we're scheduled for four hours today, and we're only at one hour, and she's at liberty to give the answer that she gives.

MR. THOMSON: All right. Well, I just say with all due respect we seem to be spinning our

wheels here, and I can see from your chart we have got a lot more wheel-spinning to do. I'm just trying to expedite the process in what I hope is a helpful way.

MR. KUMBHARE: It is very helpful, and we'll get through the chart as fast as we can. And why don't you let us decide what's material and what's not material for our -- for the purposes of our questioning.

MR. THOMSON: Well, it's not quite the way the process works. I'm the filter through which your questions go. If they don't get past me, they don't get to the witness. So I'm just -- I'm warning you that I'm going to start objecting pretty soon, because there's simply no utility in asking the question you're asking. That's all.

MR. KUMBHARE: Well, for now let's move on to the chart. Let's move on back to the chart.

171 Q. I believe we were at number 13, and so, Ms. Pearce, were you aware that Google was fined 207 billion won or $176.64 million by the Korea fair trade commission?

A. No, I was not.

172 Q. We'll get the article one more time. Well, not one more time. You'd agree with

me this is an article from Reuters?

A. I would.

173 Q. And it is dated September 14th, 2021?

A. That's the date on the article, yes.

174 Q. And it is titled:

"S.Korea fines Google $177 mln for blocking Android customisation."

A. I agree that's the title of the article, yes.

175 Q. And you'd agree with me that this is a publicly reported news source?

A. Yes, I would agree, but as I've said, I cannot agree or disagree what to -- I don't have any knowledge of whether this particular story was covered by Canadian news outlets.

176 Q. And that's fine. That's been your answer several times, and that's okay. We can move on. And you don't have any reason sitting here today to doubt the accuracy of this article; correct?

MR. THOMSON: Again, can you confirm one way or the other the accuracy of the article?

THE AFFIANT: No, I can't. I don't

have any knowledge of the article. Reuters is a public news source. But I can't confirm the accuracy of the article. I don't have knowledge of it.

BY MR. KUMBHARE:

177 Q. But you don't have any reason to doubt the accuracy was my specific question; is that correct?

MR. THOMSON: She said she can't help you one way or the other.

MR. KUMBHARE: That's fine. Let's move on.

178 Q. Ms. Pearce, were you aware that in 2021 Google was fined 10 million euros or $11.2 million by the Italian competition authority?

A. I don't believe that I was.

179 Q. Let's get the article. You'd agree with me this is an article from Reuters?

A. I would.

180 Q. And you'd agree with me that it's dated -- the date is very blurry?

A. November 29th, 2021.

181 Q. Thank you. And we need the first paragraph because the title is not very helpful. So you would agree with me that this article states

that:

"Italy's antitrust regulator has fined Alphabet's Google and iPhone maker Apple 10 million euros ($11.2 million) each for 'aggressive practices' linked to the commercial use of user data."

A. Yes, I agree that's what that reads.

182 Q. And again, you'd agree that this is a publicly available news source?

A. I would agree that it's publicly available. I don't know and can't confirm whether it was picked up by Canadian news outlets.

183 Q. And again, you don't have any reason to doubt the accuracy of this article; correct?

A. Again, I really don't know, because I'm not aware of this specific article, and I wasn't involved in putting it together, but I agree that Reuters is a public news source.

184 Q. All right. Thank you. Let's move on. Back to the chart, please. So were you aware that in 2022 Google was fined 150 million euros or $169 million by the French CNIL for data privacy

breaches?

A. Again, I'm broadly aware of this but not the specifics and not specific to the French CNIL, but I'm broadly aware.

185 Q. All right. Let's get the article, please. I was -- you would agree with me that this is an article dated January 6th, 2022?

A. Yes, that's the date. I can't see the news source on this page.

186 Q. Yes, neither can I. You would agree with me that -- sorry, can we go back down to that sentence. So the top of this page, Ms. Pearce, says:

"The Reuters Daily Briefing newsletter ..."

Would you agree with me this is an article from Reuters?

A. I think it's a newsletter from Reuters that was sent by email, I'm assuming.

187 Q. That's fine. And can we get the title, please, of this article.

You would agree with me that the title of this article is that:

"Google hit with 150 mln euro French fine for cookie breaches."

A. I agree that's what the text reads, yes.

188 Q. And again I think you know my questions, but I'm going to ask them anyways. Would you agree with me that this was reported in a public news source?

A. I'm not sure. I mean, this was reported in a newsletter that went to an inbox, so but I would agree that Reuters is a public news source.

189 Q. All right. Thank you. And again, you don't have any reason to doubt the accuracy of this article; correct?

A. Again, I don't have specific knowledge of the article or how it was prepared. I don't have -- you know, I agree that Reuters is a public news source, and I don't know whether this story was picked up by French -- or by -- excuse me, by Canadian press.

MR. THOMSON: So she can't comment on the accuracy one way or the other.

MR. KUMBHARE: That's fine.

190 Q. Back to the chart. Were you aware that in 2022 Google was fined 2 billion rubles, that's Russian rubles, or $34.2 million by the

Federal Antimonopoly Service of Russia?

A. No, I was not.

191 Q. Article, please. You'd agree with me this is an article by Reuters?

A. Yes, I can see that.

192 Q. And the date on this article of July 26th, 2022?

A. Yes, I can see that's the date.

193 Q. And the title is:

"Russia fines Google $34 million for breaching competition rules."

A. I can see that that's the title of the article.

194 Q. And again, you would agree with me that this was reported in a public news source?

A. Yes, I agree that Reuters is a public news source.

195 Q. And again, am I correct that you have no reason to doubt the accuracy of this article?

A. Again, you know, I don't have knowledge of this article. I agree that Reuters is a public news source. I -- you know, the other thing is that I -- what I don't know is what

happened subsequently with any of these cases, given they were in the past and what was covered later, but I don't -- you know, I can see that this is what this article says and that it's from a public news source.

MR. THOMSON: But cannot confirm one way or the other the accuracy of the article. Same answer all the time; correct?

THE AFFIANT: That's correct.

MR. KUMBHARE: That's totally fine. Back to the chart.

196 Q. So I think we're at number 17 now, and were aware that Google was fined 13.38 billion Indian rupees or $161.95 million by the Competition Commission of India?

A. I was not, and I think the -- I was not because my focus is Canada. That's where I live and work. That's been the focus of my career for the last 20 years, and I'm not -- I don't -- I'm not following these types of things that are happening well beyond my -- the scope of my role.

197 Q. So are you suggesting that you don't follow any news or information that happens outside of Canada in your role?

MR. THOMSON: About anything in the

world?

MR. KUMBHARE: That's right.

THE AFFIANT: I am just suggesting that a fine of 13.38 billion Indian rupees would not be, you know, top in my awareness and in my inbox, and it would not affect the work that I do in Canada specifically. I have said I'm generally aware of these incidents, but I'm not specifically aware of each individual one that you have in this chart.

BY MR. KUMBHARE:

198 Q. And that's fine. Thank you. Okay. We'll get the article, please. Again, you'd agree that this is an article from Reuters?

A. Yes, I would agree.

199 Q. And it is dated October 20th, 2022?

A. Yes, I can see that's the date.

200 Q. And it's titled:

"Google fined $162 mln by India antitrust watchdog for abuse of Android platform."

Is that correct?

A. I can see that's the title, yes.

201 Q. And I think you know the same two questions that are coming. Do you agree with me

that this is a public news source?

A. Yes.

202 Q. And you don't have any reason to doubt the accuracy of the reporting in this article; correct?

A. As I've said, I don't have specific knowledge of the reporting, and I don't know whether it was carried in Canadian news outlets.

MR. THOMSON: So therefore can't comment on the accuracy one way or the other.

MR. KUMBHARE: Okay. Back to the chart.

203 Q. I believe we were at number 18. Were you aware, Ms. Pearce, that Google was fined 113 million by the Competition Commission of India in 2022?

A. No, not specifically.

204 Q. Article, please.

You would agree with me this is an article from Reuters?

A. Yes.

205 Q. You would agree with me that it's dated October 26th, 2022?

A. Yes, I can see that's the date.

206 Q. And the title is again not very helpful, so can we please get paragraph 1 of this article. You would agree with me that paragraph 1 of this article states:

"Alphabet Inc.'s Google should not restrict app developers from suing third-party billing or payment processing services in India, the country's antitrust body said on Tuesday, as it fined the U.S. giant $113 million for anti-competitive practices."

A. I can see that that's what's written there in the article, yes.

207 Q. And same two questions, you'd agree with me that this was reported in a public news source?

A. Yes, I would.

208 Q. And you don't have any reason to doubt the accuracy of this article; correct?

A. As we've said, I don't have any knowledge of this article, and I don't know whether it was carried in Canadian news outlets.

209 Q. And in your opinion, Reuters is a reliable news source; correct?

A. You know, I'm not in the publishing industry. I don't -- as I've said a number of times, I don't have any reason to doubt that Reuters reports accurately, but I don't know the specifics of the article or the case, and I don't know what was reported subsequently on these topics.

210 Q. Okay. That's fine. Back to the chart. Were you aware that in 2023 Google was fined 42.1 billion won or $31.88 million by the Korea fair trade commission?

A. No, I was not.

211 Q. Article, please. You'd agree with me this is an article from Reuters?

A. Yes.

212 Q. You'd agree with me that it's dated April 11th, 2023?

A. I can see it's dated that, yes.

213 Q. And the title this time is very helpful, and you'd agree with me that it states:

"South Korea fines Google $32 mln for blocking games on competing platform."

A. Yes, I can see that's the title.

214 Q. And we're going to keep doing this

dance with the last two questions. You would agree with me that this is reported in a public news source?

A. Yes, but I can't comment on whether it was picked up by Canadian news outlets.

215 Q. And you don't have any reason to doubt the accuracy of this article; correct?

A. I don't have any specific knowledge of this article, so I can't confirm, but I agree Reuters is a public news source, as we've discussed.

216 Q. Okay. Back to the chart.

MR. THOMSON: And therefore can't confirm the accuracy one way or the other.

MR. KUMBHARE: That's right. I think that's what she said, but thank you, Mr. Thomson.

MR. THOMSON: You're welcome.

BY MR. KUMBHARE:

217 Q. So were you aware that in 2023, Google was fined 4 billion Russian rubles or $47 million by the Federal Antimonopoly Service of Russia?

A. No, I was not.

218 Q. Article, please. This is an article by Reuters; correct?

A. Yes.

219 Q. And it's dated June 27th, 2023; correct?

A. Yes, that's the date listed.

220 Q. And it's titled:

"Russian court fines Google an additional $47 million."

Is that correct?

A. I can see that that's the title, yes.

221 Q. And you'd agree with me that it's reported in a public news source?

A. Yes.

222 Q. And again, you don't have any reason to doubt the accuracy of the reporting in this article; correct?

A. I don't have any specific knowledge of how this article was put together or the specifics of the details, so I can't confirm either way.

223 Q. Back to the chart. Were you aware that Google was fined 250 million euros or $271.73 million by the French competition authority in 2024, and that was for intellectual property breaches?

A. I'm not aware of the specific article.

224 Q. Okay. Thank you. To the article, please. This is an article from Reuters; correct?

A. Yes.

225 Q. It's dated March 20th, 2024; correct?

A. Yes.

226 Q. And it's titled:

"French competition watchdog hits Google with 250 million euro fine."

Correct?

A. I can see that that's the title, yes.

227 Q. And you'd agree with me again that this is a public news source?

A. Yes, I would agree, but I can't confirm whether it was picked up by any Canadian news sources at the time.

228 Q. And you don't have any reason to doubt the accuracy of the reporting in this article; correct?

A. I don't have any knowledge of how the article was prepared or any subsequent

reporting, but I agree that Reuters is a public news source.

MR. THOMSON: And therefore can't confirm the accuracy one way or the other.

THE AFFIANT: Yes, and I can't confirm the accuracy one way or the other.

BY MR. KUMBHARE:

229 Q. Back to the chart. So I think that takes us back to Turkiye. Were you aware that Google was fined 482 million lira or $14.85 million by the Turkish competition authority in 2024?

A. I was not.

230 Q. Article, please. This is an article by Reuters; correct?

A. Yes.

231 Q. And it is dated June 10th, 2024; correct?

A. Yes.

232 Q. And you can see here that the title is:

"Turkey competition board fines Google 482 million lira over hotel searches."

Correct?

A. I can see that that's the title,

yes.

233 Q. And again you'd agree with me this was reported in a public news source?

A. Yes.

234 Q. And you don't have any reason to doubt the accuracy of this article; correct?

A. I don't have any knowledge of how this article was prepared, so I can't confirm, and I don't -- again, I don't have any knowledge of this article, and I don't know whether it was picked up in Canadian news sources.

235 Q. Okay. Let's move on. I think we're on number 23. So were you aware that Google was fined 8 billion Russian rubles or $77.9 million by the Chertanovo District Court in Moscow, Russia, in 2025, so this year?

A. I was not.

236 Q. Let's get the article, please. You'd agree this is an article from Reuters?

A. Yes.

237 Q. And you would agree, and it is blurry, but you would agree that it is dated January 14th, 2025?

A. Yes, I can see that date.

238 Q. And the title of this article is: "Russian court fines Google $78 million for ignoring previous penalties."

Correct?

A. I can see that's the title of the article, yes.

239 Q. And the same song and dance. You'd agree this is reported in a public news source?

A. Yes.

240 Q. And you don't have any reason to doubt the accuracy of this article; correct?

A. I don't have any knowledge of the preparation of this article, and therefore I can't comment or can't help you on that.

241 Q. Okay. Back to the chart, and one more. Were you aware that Google was fined 355 million lira or $8.87 million by the Turkish competition authority this year?

A. No, I was not.

242 Q. One final time to the article, please. You'd agree with me this is an article by Reuters?

A. Yes.

243 Q. And you would agree that it's dated July 10th, 2025?

A. Yes, I can see that's the date.

244 Q. And you would agree with me that the title is:

"Turkey's competition board imposes $8.9 million fine to Google."

A. Yes, I can see that that's the title.

245 Q. And one final time, Ms. Pearce, you'd agree with me this is reported in a public news source?

A. Yes.

246 Q. And you have no reason to doubt the accuracy of this reporting; correct?

A. I don't have any knowledge of the -- how this was prepared, so I can't help you with the accuracy, and I also don't know whether this was picked up by any Canadian news outlets.

247 Q. Okay. Can we go back to the chart, please. So based on this chart, would you agree with me that Google has been fined at least 24 times since the year 2017?

U/A MR. THOMSON: Well, we have to go back.

Again, you've asked us to confirm the accuracy of your charts, so I'll take that question under advisement. It's all wrapped into the same issue.

BY MR. KUMBHARE:

248 Q. Subject to the verification of the accuracy of the chart, you would agree that Google has been fined at least 24 times since the year 2017; correct?

U/A MR. THOMSON: I will also take that question under advisement.

BY MR. KUMBHARE:

249 Q. And there was no reference to any of these 24 fines in your affidavit; correct?

A. That's correct.

MR. KUMBHARE: So -- okay. So we are done with the chart, but I have some work to do for Madam Court Reporter in marking some of the exhibits.

So could we please mark this chart as an exhibit to this examination, and if you wouldn't mind, Ms. Cooke, scrolling to the top. I'm just going to go through all of the articles right now and mark them as exhibits.

MR. THOMSON: Well, let's start with the chart. Let's give the court reporter the name

of the chart and assign an exhibit number to it.

MR. KUMBHARE: That's a good idea. So the chart is titled a:

"List of Fines Imposed Upon Google from 2017 to present and reported in [Canadian] Media."

(DOCUMENT TITLE AMENDED - "CANADIAN" REMOVED)

MR. KUMBHARE: And I believe that that is Exhibit 3.

THE COURT REPORTER: I think I only have it as Exhibit 2.

MR. KUMBHARE: Oh, okay. I think we needed to mark the website reporting on Ms. Pierce's job change. That's right. So, okay, so my apologies, Madam Court Reporter. Let's start here then. This webpage titled "Laura Pearce moves from AOL to Blue Ant" will be Exhibit 2 to this examination.

EXHIBIT 2: WEBPAGE TITLED "LAURA PEARCE MOVES FROM AOL TO BLUE ANT".

MR. KUMBHARE: The chart will be Exhibit 3.

EXHIBIT 3: CHART TITLED "LIST OF FINES IMPOSED UPON GOOGLE FROM 2017 TO PRESENT AND REPORTED IN MEDIA" [AMENDED

DOCUMENT TITLE].

MR. THOMSON: And can I just say this, that while we have it on the chart, we obviously object to the title of the chart, which is not fair or accurate, but subject to that reservation, I am prepared to let you mark this as Exhibit 3.

MR. KUMBHARE: Okay. That's fine. Thank you. And I believe the June 27, 2017 CBC article is Exhibit 4.

EXHIBIT 4: CBC ARTICLE TITLED "EU FINES GOOGLE BILLIONS FOR BREACHING ANTITRUST RULES".

MR. KUMBHARE: We had discussed the appeals, Mr. Thomson, but I believe we discussed them in the context of the -- you know what, I will just mark this article on the appeals entitled:

"Google loses challenge against EU antitrust ruling, $2.8-bln fine."

As Exhibit 5.

EXHIBIT 5: ARTICLE TITLED "GOOGLE LOSES CHALLENGE AGAINST EU ANTITRUST RULING, $2.8-BLN FINE".

MR. KUMBHARE: I will mark the September 10th, 2024 article:

"Google loses fight against

$2.7 billion EU antitrust fine."

As Exhibit 6.

EXHIBIT 6: ARTICLE TITLED "GOOGLE LOSES FIGHT AGAINST $2.7 BILLION EU ANTITRUST FINE".

MR. KUMBHARE: I will mark the July 18, 2018 CBC article entitled:

"Google hit with record $6.7B Cdn antitrust fine by EU regulators."

As Exhibit 7.

EXHIBIT 7: ARTICLE TITLED "GOOGLE HIT WITH RECORD $6.7B CDN ANTITRUST FINE BY EU REGULATORS".

MR. KUMBHARE: I will mark the September 14th, 2022 Reuters article entitled:

"EU court backs EU antitrust decision against Google, trims fine."

As Exhibit 8.

EXHIBIT 8: ARTICLE TITLED "EU COURT BACKS EU ANTITRUST DECISION AGAINST GOOGLE, TRIMS FINE".

MR. KUMBHARE: I will mark the January 21st, 2019 Reuters article entitled:

"France fines Google $57

million for European privacy rule breach."

Exhibit 9.

EXHIBIT 9: ARTICLE TITLED "FRANCE FINES GOOGLE $57 MILLION FOR EUROPEAN PRIVACY RULE BREACH".

MR. KUMBHARE: I will mark the March 20th, 2019 CBC article entitled:

"EU regulators fine Google $1.68B US for abusing online ads market."

As Exhibit 10.

EXHIBIT 10: ARTICLE TITLED "EU REGULATORS FINE GOOGLE $1.68B US FOR ABUSING ONLINE ADS MARKET".

MR. KUMBHARE: The September 18th, 2024 Reuters article entitled:

"Google wins EU antitrust fine fight but setback for Qualcomm."

As Exhibit 11.

EXHIBIT 11: ARTICLE TITLED "GOOGLE WINS EU ANTITRUST FINE FIGHT BUT SETBACK FOR QUALCOMM".

MR. KUMBHARE: I will mark the December 20th, 2019 Reuters article entitled:

"Google fined 150 million euros by France."

As Exhibit 12.

EXHIBIT 12: ARTICLE TITLED "GOOGLE FINED 150 MILLION EUROS BY FRANCE".

MR. KUMBHARE: The April 7th, 2022 Reuters article entitled:

"French court upholds 150 mln euro fine against Google for opaque ad rules."

As Exhibit 13.

EXHIBIT 13: ARTICLE TITLED "FRENCH COURT UPHOLDS 150 MLN EURO FINE AGAINST GOOGLE FOR OPAQUE AD RULES".

MR. KUMBHARE: The February 14th, 2020 Reuters article entitled:

"Turkish competition board fines Google $16.3 mln."

As Exhibit 14.

EXHIBIT 14: ARTICLE TITLED "TURKISH COMPETITION BOARD FINES GOOGLE $16.3 MLN".

MR. KUMBHARE: The November 13th, 2020 Reuters article entitled:

"Turkey fines Google $26

million for abusing market position: Competition board."

As Exhibit 15.

EXHIBIT 15: ARTICLE TITLED "TURKEY FINES GOOGLE $26 MILLION FOR ABUSING MARKET POSITION: COMPETITION BOARD".

MR. KUMBHARE: The December 10th, 2020 Reuters article entitled:

"French watchdog fines Google, Amazon for breaching cookies rules."

As Exhibit 16.

EXHIBIT 16: ARTICLE TITLED "FRENCH WATCHDOG FINES GOOGLE, AMAZON FOR BREACHING COOKIES RULES".

MR. KUMBHARE: The April 14th, 2021 Reuters article entitled:

"Turkey fines Google for abusing dominant position."

As Exhibit 17.

EXHIBIT 17: ARTICLE TITLED "TURKEY FINES GOOGLE FOR ABUSING DOMINANT POSITION".

MR. KUMBHARE: The May 13th, 2021 Reuters articled entitled:

"Italy fines Google for

excluding Enel e-car app from Android Auto."

As Exhibits 18.

EXHIBIT 18: ARTICLE TITLED "ITALY FINES GOOGLE FOR EXCLUDING ENEL E-CAR APP FROM ANDROID AUTO".

MR. KUMBHARE: The February 25th, 2025, Reuters article entitled:

"Google loses fight on Android Auto access, bodes ill for Big Tech."

As Exhibit 19.

EXHIBIT 19: ARTICLE TITLED "GOOGLE LOSES FIGHT ON ANDROID AUTO ACCESS, BODES ILL FOR BIG TECH".

MR. KUMBHARE: The June 7th, 2021 Reuters article entitled:

"Google to change global advertising practices in landmark antitrust deal."

As Exhibit 20.

EXHIBIT 20: ARTICLE TITLED "GOOGLE TO CHANGE GLOBAL ADVERTISING PRACTICES IN LANDMARK ANTITRUST DEAL".

MR. KUMBHARE: July 13th, 2021 Reuters

article entitled:

"France fines Google 500 mln euros over copyright row."

As Exhibit 21.

EXHIBIT 21: ARTICLE TITLED "FRANCE FINES GOOGLE 500 MLN EUROS OVER COPYRIGHT ROW".

MR. KUMBHARE: The September 14th, 2021 Reuters article entitled:

"S.Korea fines Google $177 mln for blocking Android customisation."

As Exhibit 22.

EXHIBIT 22: ARTICLE TITLED "S.KOREA FINES GOOGLE $177 MLN FOR BLOCKING ANDROID CUSTOMISATION".

MR. KUMBHARE: The November 29th, 2021 Reuters article entitled:

"Italy's antitrust regulator fines Google, Apple over data use."

As Exhibit 23.

EXHIBIT 23: ARTICLE TITLED "ITALY'S ANTITRUST REGULATOR FINES GOOGLE, APPLE OVER DATA USE".

MR. KUMBHARE: The November 18th, 2022 Reuters article entitled:

"Italy court rejects Google's appeal against watchdog fine, accepts Apple's one."

As Exhibit 24.

EXHIBIT 24: ARTICLE TITLED "ITALY COURT REJECTS GOOGLE'S APPEAL AGAINST WATCHDOG FINE, ACCEPTS APPLE'S ONE".

MR. KUMBHARE: The January 6th, 2022 Reuters article entitled:

"Google hit with 150 mln euro French fine for cookie breaches."

As Exhibit 25.

EXHIBIT 25: ARTICLE TITLED "GOOGLE HIT WITH 150 MLN EURO FRENCH FINE FOR COOKIE BREACHES".

MR. KUMBHARE: The July 26, 2022 Reuters article entitled:

"Russia fines Google $34 million for breaching competition rules."

As Exhibit 26.

EXHIBIT 26: ARTICLE TITLED "RUSSIA FINES GOOGLE $34 MILLION FOR BREACHING COMPETITION RULES".

MR. KUMBHARE: The October 20th, 2022

Reuters article entitled:

"Google fined $162 mln by India antitrust watchdog for abuse of Android platform."

As Exhibit 27, I believe.

EXHIBIT 27: ARTICLE TITLED "GOOGLE FINED $162 MLN BY INDIA ANTITRUST WATCHDOG FOR ABUSE OF ANDROID PLATFORM".

MR. KUMBHARE: October 26th, 2022, Reuters article entitled:

"India orders Google to allow third-party payments, slaps on another fine."

As Exhibit 28.

EXHIBIT 28: ARTICLE TITLED "INDIA ORDERS GOOGLE TO ALLOW THIRD-PARTY PAYMENTS, SLAPS ON ANOTHER FINE".

MR. KUMBHARE: The April 11th, 2023 Reuters article entitled:

"South Korea fines Google $32 mln for blocking games on competing platform."

An Exhibit 29.

EXHIBIT 29: ARTICLE TITLED "SOUTH KOREA FINES GOOGLE $32 MLN FOR BLOCKING GAMES ON COMPETING PLATFORM".

MR. KUMBHARE: The June 27th, 2023 Reuters article entitled:

"Russian court fines Google an additional $47 million."

As Exhibit 30.

EXHIBIT 30: ARTICLE TITLED "RUSSIAN COURT FINES GOOGLE AN ADDITIONAL $47 MILLION".

MR. KUMBHARE: The March 30th, 2024 Reuters article entitled:

"French competition watchdog hits Google with 250 million euro fine."

As Exhibit 31.

EXHIBIT 31: ARTICLE TITLED "FRENCH COMPETITION WATCHDOG HITS GOOGLE WITH 250 MILLION EURO FINE".

MR. KUMBHARE: The June 10th, 2024 Reuters article entitled:

"Turkey competition board fines Google 482 million lira over hotel searches."

As Exhibit 32.

EXHIBIT 32: ARTICLE TITLED "TURKEY COMPETITION BOARD FINES GOOGLE 482 MILLION LIRA OVER HOTEL SEARCHES".

MR. KUMBHARE: The January 14th, 2025 Reuters article entitled:

"Russian court fines Google $78 million for ignoring previous penalties."

As Exhibit 33.

EXHIBIT 33: ARTICLE TITLED "RUSSIAN COURT FINES GOOGLE $78 MILLION FOR IGNORING PREVIOUS PENALTIES".

MR. KUMBHARE: And finally the July 10th, 2025 Reuters article entitled:

"Turkey's competition board imposes $8.9 million fine to Google."

As Exhibit 34.

EXHIBIT 34: ARTICLE TITLED "TURKEY'S COMPETITION BOARD IMPOSES $8.9 MILLION FINE TO GOOGLE".

MR. THOMSON: So let me just say that virtually all those documents you've just identified should properly be marked as lettered

exhibits for identification purposes, but I don't intend to pick a significant fight over this other than to reserve all of our rights when it comes to the argument of this application before Justice Little in the competition tribunal, but I think you understand my position on this, that none of these articles can properly be marked. None of them have any evidentiary value. None of them can be confirmed by this witness in terms of their accuracy, reliability, so we are where we are.

MR. KUMBHARE: That's right. You've made your position very clear, I think, 24 times, and I am all right to move on.

MR. THOMSON: So can we take a break. It's now 11:37.

MR. KUMBHARE: That's fine. Yeah, how is a 15-minute break.

-- RECESSED AT 11:37 A.M.

-- RESUMED AT 12:01 P.M.

MR. KUMBHARE: So we're back on the record, and just before we get started in the questions, Mr. Thomson, I'll perhaps alleviate one of your concerns just by correcting my earlier statement that Reuters is a London-based news organization, and it -- there was a merger with

Thomson, which is a Canadian-based organization, so I'll just correct my earlier --

MR. THOMSON: That's correct.

MR. KUMBHARE: So I'll correct my earlier statement to that.

MR. THOMSON: That's fine. That's consistent with our understanding.

MR. KUMBHARE: Okay. Thank you. Thank you. I just wanted to make sure that was all cleared up before we moved forward.

MR. THOMSON: Sure.

BY MR. KUMBHARE:

250 Q. So, Ms. Pearce, in your day to day you would keep track of business news; correct?

A. I'm sorry, can you repeat the last two words, of business?

251 Q. Business news, so news in the business world?

A. Potentially, yes.

252 Q. And that would involve keeping track of business news about Google; correct?

A. Well, as we've stated I'm not on the communications team, so it's not part of my everyday job responsibilities to track news about Google, but I would be broadly aware of news

involving Google, given my employment there.

253 Q. Okay. So at paragraph 5 of your affidavit, you indicated that you view Ipsos as a reliable source of information that may be used to gouge [sic] the performance of a business's brand, and that it is your understanding that other professionals in the marketing industry share this view as well. Is that still your evidence today?

MR. THOMSON: One small correction, to gauge not gouge. So to gauge the performance of a business's brand.

MR. KUMBHARE: Okay. Thank you, Mr. Thomson. Yes, that makes much more sense. Did I say gouge?

MR. THOMSON: Yes.

MR. KUMBHARE: Yes, to gauge.

MR. THOMSON: Yes.

MR. KUMBHARE: To gauge the performance of the business -- okay. Thank you. To gauge the performance of the business's brand.

254 Q. And I'll just repeat my question. Is that still your evidence today, Ms. Pearce?

A. Yes, it is.

255 Q. So when you refer to Ipsos as a reliable source of information, that would include

the most influential brand in Canada study; is that correct?

A. Yes, this is a study that's been done for 13 consecutive years, and it is well regarded and followed by members of the marketing profession including myself and many other of top Canadian and global brands.

256 Q. And you indicate in your affidavit also at paragraph 5 that Google was the most influential brand in Canada for the last 13 years straight; is that correct?

A. That is what's stated in the Ipsos study, yes.

257 Q. Would you agree with me that Google's ranking in the most influential brands study did not fall as a result of any of the fines that we discussed before the break?

A. Well, not exactly. I would agree that Google's ranking did not fall based on the Ipsos report. As we discussed I'm not aware of whether any of those articles were carried in the Canadian press, and as we saw -- you know, as I said myself, you know, I -- this is a Canadian -- I'm working in Canada. I'm focused on the Canadian market, and this is a Canadian study based on

Canadians that responded.

So I'm not sure that those two things are necessarily correlated, but I would agree that we have enjoyed the status as Canada's most influential brand for 13 consecutive years.

258 Q. So I don't think you answered the precise question that I asked, so let me try this again. I wasn't asking you about the articles that we discussed before. I was asking you about the fines. So the precise question is, you would agree with me that Google's ranking in the most influential brands study did not fall as a result of any of the fines we discussed before the break?

R/F MR. THOMSON: Well, I think with respect the question has been answered, because the only way Canadians would know about the fines is because of the articles. So with respect, the question has been answered.

MR. KUMBHARE: All right. I'll move on.

259 Q. We're going to unpack a few of these results. Could we please get the 2022 Ipsos most influential brand results. So, Ms. Pearce, you would agree with me that you are looking at the most influential brands in Canada 2022 study?

A. 2022 study dated 2023, Ipsos.

260 Q. Right. But you would agree with me that this study covers the calendar year 2022; correct?

A. Yeah, the title here is "Results from Ipsos' 2022 Study."

261 Q. Can we please scroll to page 20 in this document. At the top, please.

And you would agree with me that this is Google's dedicated page in the 2022 study?

MR. THOMSON: We'll take a moment and look at it. Just give us a second. We're just looking at the document on the screen.

MR. KUMBHARE: If you need us to zoom out or anything, just please let us know.

MR. THOMSON: Will do. Thank you.

THE AFFIANT: Could you scroll down just a little bit, please. And can you scroll down a little bit more. So this is the write-up that Ipsos prepared in its report. Google was not consulted in the write-up, but that is the write-up that they prepared as part of their 2022 most influential brand results.

BY MR. KUMBHARE:

262 Q. Thank you. That's very helpful.

And have you had the opportunity to review the last paragraph of this page?

A. Yes, I have.

263 Q. And you would agree with me that it says that Google's future is uncertain because by the end of 2022 Google was facing increased antitrust scrutiny from the US government.

A. I agree that that's what that reads, yes.

264 Q. And let's -- there's -- you agree with me that that statement is linked; it's hyperlinked?

A. I can see that it's hyperlinked, yes.

265 Q. Can we get that link open, please. And is it fair to say we are looking at a website from a web publisher called Marketplace?

A. That appears to be what we're looking at, yes.

266 Q. And it is dated September 21st, 2022?

A. Yes, I can see that date.

267 Q. And titled:

"What's behind the Justice Department's antitrust lawsuit

against Google?"

A. Yes, I can see that's the title.

268 Q. Can we please review the first three paragraphs of this article, if you could please scroll down, Ms. Cooke. Thank you.

Just take a moment to read the first three paragraphs.

A. Okay. Can you scroll down a little bit, please.

269 Q. Just the first three paragraphs is all you need to --

A. Oh, okay. Can you -- I don't -- I'm not specifically familiar with Marketplace. Can you just show me, like, their masthead at the bottom or their whatever the type is at the bottom.

270 Q. Sure.

A. Is there like a publish -- so Minnesota Public Radio, is that -- so it's a Minnesota Public Radio publication?

271 Q. That's right.

A. Okay.

272 Q. That appears to be the case. But coming back to the first three paragraphs of this article, which as we discussed is linked in the 2022 Ipsos study, would you agree that this article

is discussing the US Department of Justice case about Google's dominance in the search engine market?

A. Based on what I've read, that appears to be the case.

273 Q. Okay. Thank you. Could we please go back to the 2022 Ipsos results. So would you agree with me that the study's authors thought that Google's position as the most influential brand in Canada could be impacted by the US Department of Justice antitrust search case in the US?

A. I think what I can agree to is that they reference this in their write-up about Google. I can't specifically comment to what they thought at the time. It's certainly clear that it's referenced there at the bottom.

274 Q. But your reading of that last paragraph, and in particular "Yet its future is by no means certain," you would agree that this implies that the US Department of Justice antitrust case would have an impact on Google's ranking in the most influential brands study?

MR. THOMSON: Could have.

MR. KUMBHARE: Could have, that's right.

THE AFFIANT: That's what is written there, that the future is by no means certain. But as I'm sure you probably agree, there are any number of factors that can impact a brand's reputation at any given time, and so I -- you know, I don't think it's a definitive -- it's among the things.

MR. THOMSON: We might as well just complete the thought just so we have it and don't have to keep cross-referencing. Let's just read into the record what it actually says.

MR. KUMBHARE: Okay.

MR. THOMSON: Which is:

"By the end of 2022, Google was facing increasing anti-trust scrutiny from the U.S. government, and in the eyes of many Canadians, had been beaten to the A.I. punch by OpenAI's wildly popular ChatGPT-3. Time will tell if Google can hold on to the top spot in 2023 - stay tuned."

So that's the complete sentence.

MR. KUMBHARE: Thank you for that.

275 Q. And I guess my question to you,

Ms. Pearce, is you said there are a number of factors that affect Google's ranking in this study. Would you agree with me that based on the paragraph that your counsel just read to you, that the US Department of Justice search case could be one of those factors?

A. Well, if you scroll up, you can see the factors that influenced this reading, and Ipsos measures the brands against a number of specific factors.

276 Q. Respectfully, Ms. Pearce, that was not my question. My question was that based on this reading of this paragraph that your counsel just read to you, do you agree that the authors of this study believed that the US Department of Justice search case could impact Google's ranking in this study?

MR. THOMSON: Again, she's already said she can't comment on what the authors believed. All she can do is read the words on the page, the same letter you have and I have. She's already made that clear.

MR. KUMBHARE: Well, it's not clear to me, so I'd like to hear her answer if possible.

R/F MR. THOMSON: She's already answered

the question, so I object to it being asked again and again.

MR. KUMBHARE: All right. We'll move on to the Ipsos 2024 study.

277 Q. So you would agree with me that these are the Ipsos most influential brands study from the calendar year 2024?

A. Yes, as published in 2025 by Ipsos. Yes.

278 Q. Right. And you specifically in your affidavit provided at Exhibit A the press release that accompanies this study?

A. Yes.

279 Q. And could you please confirm the date on this press release.

A. The press release? Toronto, Ontario, February 5th, 2025.

280 Q. And the title is that:

"Ipsos Reveals Canada's Most Influential Brands of 2024."

Correct?

A. That's the title, yes.

281 Q. So your understanding is that this rendition of the study was released on February 5th, 2025; correct?

A. That's correct.

282 Q. So can we please go back to the 2024 version of this study. And can we please get page 20 of this study, at the top, please.

And you would agree with me that --

MR. THOMSON: Just give us one moment to look at it.

MR. KUMBHARE: Okay. Yeah, that's fine. If you want to take a moment to read the entire page, that would be greatly appreciated.

THE AFFIANT: Thank you.

MR. KUMBHARE: Ms. Cooke, if you could please zoom out for them, or do whatever you need to do to facilitate them reading this page.

THE AFFIANT: Yeah, this is great. I can read it. Thanks so much.

MR. KUMBHARE: Okay.

THE AFFIANT: I don't know if you scroll down or over. Thank you. And can you scroll over, please.

MR. THOMSON: I guess and up. Thank you.

THE AFFIANT: Thank you. Yeah. Okay. Thank you. I've read the whole thing.

BY MR. KUMBHARE:

283 Q. Would you agree with me that there is no mention of the Commissioner of Competition's notice of application anywhere on this page?

A. Yes, I would agree with that.

284 Q. Let's get -- so at paragraph 6 of your --

MR. THOMSON: Sorry, can I ask, do you want to mark this as an exhibit?

MR. KUMBHARE: That's actually a great point. Thank you, Mr. Thomson. I don't believe I've marked any exhibits for this -- for the Ipsos study, and we have obtained publicly available copies of this study from 2015 to present, and I'd like to mark all of them as exhibits, so I think if I'm not mistaken we were at Exhibit 34.

THE COURT REPORTER: 34 was the last exhibit.

MR. KUMBHARE: 34, so I'd like to mark the 2015 version of the Ipsos study as Exhibit 35.

EXHIBIT 35: 2015 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: The 2016 version as Exhibit 36.

EXHIBIT 36: 2016 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: The 2017 version as Exhibit 37.

EXHIBIT 37: 2017 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: The 2018 version as Exhibit 38.

EXHIBIT 38: 2018 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: The 2019 version as Exhibit 39.

EXHIBIT 39: 2019 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: 2020 as Exhibit 40.

EXHIBIT 40: 2020 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: 2021 as Exhibit 41.

EXHIBIT 41: 2021 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS

STUDY.

MR. KUMBHARE: 2022 as Exhibit 42.

EXHIBIT 42: 2022 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: 2023 as Exhibit 34.

EXHIBIT 43: 2023 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. KUMBHARE: And 2024 as Exhibit 44.

EXHIBIT 44: 2024 VERSION OF THE MOST INFLUENTIAL BRANDS IN CANADA IPSOS STUDY.

MR. THOMSON: I have no particular objection to that. I note that you haven't shown the witness any of those documents other than the 2022 and the 2024 iterations, but I'm not terribly fussed about just marking them.

MR. KUMBHARE: Yeah, I just figured, you know, for efficiency's sake and you have them all in your cross-examination binder anyways, so I figured let's mark them all. If you're content, then I'm prepared to move on.

MR. THOMSON: As you have seen, I'm about the world's most cooperative person, so you

go right ahead. That's fine.

MR. KUMBHARE: Okay. Thank you.

285 Q. So at paragraph 6 of your report, Ms. Pearce.

MR. THOMSON: Her affidavit.

MR. KUMBHARE: Sorry, that's correct, Mr. Thomson.

MR. THOMSON: That's all right.

BY MR. KUMBHARE:

286 Q. At paragraph 6 of your affidavit, you also reference the reputation report by Leger; is that correct?

A. Yes, that's correct.

287 Q. And specifically you mention at paragraph 6, similar to the Ipsos study, that you view the results of Leger's market research studies as carrying significant weight in the assessment of a brand's performance in the Canadian marketplace and that other professionals in the marketing industry share this view as well. Is that still your evidence today?

A. Yes, it is.

MR. KUMBHARE: Sorry, Mr. Thomson, did you want to say something?

MR. THOMSON: No, I didn't say

anything.

MR. KUMBHARE: Oh, sorry. I must have misheard.

288 Q. So at Exhibit B of your affidavit, you have attached the 2024 results for the ten most admired companies in Canada ranking; is that correct?

A. That is correct.

289 Q. And this forms part of the reputation report by Leger; is that correct?

A. Yes, 2024 ranking, "Canadians' 10 Most Admired Companies" is the title of the report.

290 Q. Thank you. That's very helpful. And if I'm not mistaken, just so we can clear this up, I believe the 2024 study covers the calendar year 2023?

A. I'm just going to check quickly, but ...

MR. THOMSON: Is there a date of publication?

THE AFFIANT: There's a date of publication, but we're just asking about coverage.

BY MR. KUMBHARE:

291 Q. Yeah, not that it's particularly important, so I mean, I can move on fairly quickly,

but if you go into the report that is attached to your affidavit, Exhibit B, and you go to the section entitled "methodological approach"?

A. Here we go.

MR. THOMSON: Yeah, we see it.

BY MR. KUMBHARE:

292 Q. You will see a section called "collection period," and you will see that the collection period is November 21st, 2023, to January 22nd, 2024. Do you see that?

A. Yes, I do see that.

293 Q. Okay. Thank you. So we have compiled Google's results into a chart from 2015 to present in the most admired companies study by Leger. Do you see that on the screen?

A. I do see that on the screen. I'm a bit confused because -- okay. We don't have a 2025 report, but you have it listed there.

294 Q. Yeah, that's right. And if you'll recall it's because the 2025 report would likely cover the calendar year 2024.

A. I see. But -- okay.

MR. THOMSON: So in other words you'd have to subtract one year from each of these years to figure out what year is being referred to, is

that the point?

MR. KUMBHARE: Yeah, that's right. Yeah, it's not particularly -- I mean, it's just to situate you into what you're looking at and what this data means. That's the only reason.

MR. THOMSON: We're just trying to figure out. Is there actually a published report in 2025?

MR. KUMBHARE: That's right. There is, and it would cover the calendar year 2024.

MR. THOMSON: So do we have all these reports?

MR. KUMBHARE: And that was going to be my next thing is just the housekeeping that I haven't done up until this point for this examination. I will be diligent and do that. We have these reports both in your cross-examination -- sorry, let me correct that. We have a compilation of the results of these reports that is in your cross-examination binder, and that I would like to admit as the next exhibit to this examination.

MR. THOMSON: I'm not sure what that means. Do you actually have the reports, or you've got, what, some sort of a summary of the reports?

MR. KUMBHARE: We have a summary of the reports. That's correct. And their results specifically for the ten most admired companies in Canada from 2015 to present.

MR. THOMSON: So the document that we have on the screen says:

"Leger Syndicated Reputation Study Top Ten Rankings 2015-2025."

Is that something you have assembled or they have assembled?

MR. KUMBHARE: They have assembled it.

MR. THOMSON: Okay.

MR. KUMBHARE: And we have provided it to you as part of the cross-examination binder, and I'm proposing to mark it as the next exhibit to this examination.

MR. THOMSON: Are you familiar with this document?

THE AFFIANT: I've not seen this document before, no.

MR. KUMBHARE: And to make things easy, we compiled -- I mean, I'm happy to take you through it, you know, one by one, but to make things easy, I've compiled Google's results in this study into a chart, which subject to you verifying

the accuracy, as we discussed, I would like to admit as the next exhibit to the examination.

MR. THOMSON: Yeah, that's fine. Why don't we proceed on that basis. We'll assume it's accurate for the purposes of this examination, and if we take issue with the contents, we'll let you know.

MR. KUMBHARE: Perfect. Thank you very much, Mr. Thomson. That's very helpful.

THE COURT REPORTER: Sorry, so that -- the compilation was Exhibit 45 then and this is 46; is that correct?

MR. KUMBHARE: That's right.

THE COURT REPORTER: Okay.

MR. KUMBHARE: Thank you very much, Madam Court Reporter. That's also very helpful.

MR. THOMSON: So be clear then, Exhibit 45 -- can your clerk just pull up on the screen so we have it for the record.

MR. KUMBHARE: Yes.

MR. THOMSON: The last document you showed us.

MR. KUMBHARE: Yeah, that's right.

MR. THOMSON: So Exhibit 45 then would be the document entitled:

"Leger Syndicated Reputation Study Top Ten Rankings 2015-2025."

MR. KUMBHARE: Yeah, that's right.

EXHIBIT 45: DOCUMENT TITLED "LEGER SYNDICATED REPUTATION STUDY TOP TEN RANKINGS 2015-2025".

MR. KUMBHARE: And the next exhibit, can you pull the chart back up, please? The next exhibit would be the competition bureau's chart entitled:

"Google's Ranking in Canada's Most Admired Companies - Leger Study 2015-2025."

And that would be exhibit -- is it 46?

EXHIBIT 46: DOCUMENT TITLED "GOOGLE'S RANKING IN CANADA'S MOST ADMIRED COMPANIES - LEGER STUDY 2015-2025".

MR. KUMBHARE: I believe that's exactly right, yeah.

MR. THOMSON: Okay. That's fine.

BY MR. KUMBHARE:

295 Q. And so you would agree with me, Ms. Pearce, that this chart shows Google's results in the most ten admired companies ranking from 2015 to present?

A. Yeah, that's what you've indicated it shows.

296 Q. And you would agree with me that Google did not drop out of the top ten in any of the years from 2015 to 2025?

A. That's correct based on this chart.

297 Q. And so you would agree with me that as a result of the fines that we discussed before the break, Google has not dropped out of the top ten most admired companies in Canada according to Leger?

MR. THOMSON: I think it may be a phrasing issue. You said that as a result of those fines Google has not dropped out of the top ten. I don't think that's what you mean. Maybe it is what you mean. But I assume what you're asking is that notwithstanding those fines, Google has not dropped out of the ranking demonstrated in this chart between 2015 and 2025.

MR. KUMBHARE: Thank you. That is what I'm asking, yes.

THE AFFIANT: Yes, I don't think that's surprising, though, because as we discussed when we reviewed those articles, none of those articles

were about issues in the Canadian marketplace. It's unclear whether many of those articles were published in Canadian news publications, and of course this is a study of Canadians' perceptions of Google during that time.

MR. KUMBHARE: All right. I think I'm just about done, but if you wouldn't mind can we take one more 5-minute break, and then I'll come back, and we'll see if I have any sort of last minute questions and then we can wrap up this examination. Does that work for everybody?

MR. THOMSON: Let's take 10 minutes.

-- RECESSED AT 12:30 P.M.

-- RESUMED AT 12:40 P.M.

MR. KUMBHARE: I can conclude my examination. I have no further questions, so I'm content to proceed with the re-exam.

RE-EXAMINATION BY MR. THOMSON:

MR. THOMSON: Can I get your colleague to pull up Exhibit 3, which is the chart that contained the articles.

MR. KUMBHARE: Yeah, Ms. Cooke, could you get Exhibit 3, please.

BY MR. THOMSON:

298 Q. So, Ms. Pearce, you'll recall in

your cross-examination my friend took you to a chart that set out a number of previous fines that had been imposed against Google in different jurisdictions outside of Canada?

A. Yes.

299 Q. And I've asked my friend's colleague to pull the chart up on the screen, and I believe this chart, which is marked:

"List of Fines Imposed Upon Google from 2017 to present and reported in [Canadian] Media."

(DOCUMENT TITLE AMENDED - "CANADIAN" REMOVED)

BY MR. KUMBHARE:

300 Q. It was marked as Exhibit 3. Do you recall this chart?

A. I recall this chart.

301 Q. And you recall that the fines that were imposed were all outside Canada?

A. Yes, yes.

302 Q. And they included the European commission, Turkiye, France, Italy, South Korea, India, and Russia?

A. Yes, and I said at the time that I wasn't sure that any of that was widely reported in the Canadian media.

303 Q. Okay. So I just have several questions about the chart. Do you recall that the competition bureau's chart referred to a number of online articles posted by Reuters?

A. Yes.

304 Q. And do you have any way of knowing how many Canadians read or became aware of any of the articles by Reuters referred to in this chart?

A. No, I do not.

305 Q. Do you have any way of knowing whether any existing employee or employees of Google in Canada may have read or become aware of any of these articles by Reuters?

A. I wouldn't have any specific knowledge of that, notably because many of them occurred before I worked at Google.

306 Q. Okay. And forgetting existing employees, do you have any way of knowing whether any prospective or potential employees of Google in Canada may have read or become aware of those articles?

A. No. As I said, I don't know how widely distributed they were in Canadian media. I certainly, you know, was only very tangentially aware of them, and I'm of course in the industry

and following broadly, so I don't have any way of estimating how many future employees or even consumers or customers would be aware of them.

307 Q. And same question for the CBC articles. So my friend's chart in I believe it's number 1 referred to an article, online article of CBC, June of 2017, and then if you scroll down, please, number 2, there was a second article, CBC, July of 2018, and then finally number 4, there appears to have a been a number -- another article, online article, CBC, in March of 2019. Do you have any way of knowing whether anyone in Canada may have read or become aware of those online articles some six to eight years ago?

A. No, I don't.

308 Q. Now, let me pull up or have my colleague Mr. Li pull up on the screen a document entitled "Reuters," "Choose your subscription." Do you see this document?

A. I do.

309 Q. So to identify it for the record, it's a Reuters document. In the top, left-hand corner -- on the right-hand corner it says:

"Already have a Reuters account? Sign in."

And then below that:

"Choose your subscription.

Learn more about subscriptions."

And then a number of entries below that about what a Reuters.com subscription gives you and so on. Are you aware that Reuters operates a subscription service?

A. I -- you've shown it to me, yes, but I'm not a subscriber, and I wasn't broadly aware.

MR. THOMSON: Okay. Let's mark this as the next exhibit.

EXHIBIT 47: REUTERS DOCUMENT TITLED "CHOOSE YOUR SUBSCRIPTION".

BY MR. THOMSON:

310 Q. And do you have any way of knowing how many Canadians actually subscribe to this Reuters news service or who they are?

A. I don't know that.

311 Q. To your knowledge would the requirement to purchase a subscription to access online articles of Reuters have any impact on the number of Canadians who are likely to have read various articles listed in the competition bureau's chart?

A. It certainly would, yes. Because as we know, many news organizations across the country and in other places have moved to subscription models, and that has limited their reach, and in a lot of case -- in one of the things we do at Google is we provide access to the full text of those articles as part of an agreement we have with publishers outside of that firewall, so we know that it has an impact on the ability to access that news.

312 Q. When you say you provide access to those articles, you're not referring to these Reuters articles?

A. No, excuse me. Just generally in search.

313 Q. Okay. And you've answered my next question, I believe, but do you personally have a subscription to Reuters?

A. No, I do not.

314 Q. Do you know personally anyone who has a subscription to Reuters?

A. I can't think of anyone. I have a subscription to The Globe and Mail.

315 Q. Now, let's talk about some of the countries that my friend's chart referred to. Do

you have any particular knowledge of the quality or reliability of the judicial system in Russia?

A. I have no knowledge.

316 Q. Do you have any knowledge of the quality or reliability of the judicial system in Turkiye?

A. I have no knowledge.

317 Q. Do you have any particular knowledge of the quality or reliability of the judicial system in Korea?

A. I have no knowledge.

318 Q. Do you have any knowledge of the quality or reliability of the judicial system in India?

A. I have no knowledge.

319 Q. Do you have any knowledge of the quality or reliability of the judicial system in Italy?

A. I have very limited knowledge, none.

320 Q. Do you have any knowledge of the quality or the reliability of the judicial system in France?

A. I might have a little bit more knowledge given that I lived in France for a couple

of years, but I'm a marketing person. I -- when I lived in France, I was a student, so I wouldn't have had any specific knowledge of the legal system.

321 Q. Do you have any knowledge of the quality or reliability of the judicial system in the European Union?

A. [Indiscernible].

322 Q. Do you have any knowledge of the quality or reliability of any of the European commission, the General Court of the European Union, or the European Court of Justice?

A. No.

323 Q. Okay. Finally, my friend took you to at the end of his cross-examination to a 2025 study of Leger, which I understand was published on June 10 of 2025, just after you swore your affidavit?

A. M'mm-hmm.

324 Q. You have to answer yes or no.

A. Oh, yes, excuse me.

325 Q. I'm going to ask my colleague, Mr. Li, to pull up the 2025 study, so just for completeness, you would be able to identify this as the 2025 edition of the Leger study?

A. Yes.

MR. THOMSON: All right. Let's mark that as the next exhibit, which I believe would be Exhibit 48.

EXHIBIT 48: LEGER DOCUMENT TITLED "2025 EDITION".

BY MR. THOMSON:

326 Q. And one last item which is really by way of housekeeping, but when Leger published the 2025 study, it also published an article about that study. Let me ask Mr. Li to pull up that article. So you'll see an article here by Leger entitled:

"Corporate Reputation Takes a Hit in 2025."

And below that the date is June 10, 2025. Do you see that?

A. I see the June 10th, 2025. Yes, I do.

MR. THOMSON: All right. Let's mark that as the last exhibit for the sake of completeness. That would be Exhibit 49.

EXHIBIT 49: LEGER ARTICLE TITLED "CORPORATE REPUTATION TAKES A HIT IN 2025".

PUBLIC

MR. THOMSON: And those, Ms. Pearce, are all of my questions on re-examination.

-- Adjourned at 12:52 p.m.

REPORTER'S CERTIFICATE

I, LEANNE N. KOWALYK, Official Reporter, certify;

That the foregoing proceedings were taken before me at the time and place therein set forth, at which time the witness was put under oath;

That the testimony of the witness and all objections made at the time of the examination were recorded stenographically by me and were thereafter transcribed;

That the foregoing is a true and correct transcript of my shorthand notes so taken.

Dated this 21st day of August, 2025.



Veritext Legal Solutions
Per: Leanne N. Kowalyk, AR, RCR, CSR(A)
Realtime Court Reporter

1
1 4:4 12:4 13:21 73:2,3 122:6
1.5 49:19
1.68 47:21
1.68b 5:13 48:11 86:10,14
10 5:12 14:4 25:8 45:20,21 46:1 49:10,14 65:14 66:4 86:12,13 112:11 119:12 126:17 127:16
100 41:20 53:19 54:15
101 41:22
102 42:10 56:23 57:17
103 42:15
104 42:23
105 43:6
106 43:11
107 43:13
108 9:13 44:17
109 9:17,21 10:1,5,9,13 44:21
10:03 12:1
10th 54:6,8 78:16 81:2 84:24 88:7 93:21 94:15 127:18
11 5:16 14:7 28:10 86:20,21
11.2 65:14 66:5
110 10:17,21 11:1 44:24
111 45:5
112 45:15
113 46:14 72:16 73:11
114 46:20
115 46:25
116 47:5
117 11:5,9 47:11
118 47:14
119 3:4 47:17
11:37 95:15,18
11th 74:17 92:19
12 3:3 5:20 14:13 87:3,4
120 48:1
121 48:6 53:19 54:15
122 48:9
123 11:13 48:16 56:24 57:18
124 48:19
125 48:22
126 49:1
127 11:16,19 49:7
128 50:4
129 50:18
12:01 95:19
12:30 119:13
12:40 119:14
12:52 128:3
13 4:4 5:23 14:16 63:19 87:11,12 98:4 98:10 99:5
13.38 70:13 71:4
130 51:3
131 51:6
132 51:8
133 51:11
134 51:14
135 51:18
136 51:24
137 52:4
138 52:10
139 52:13
13th 52:25 57:10 60:6 87:23 88:23 89:25
14 6:1 14:19 87:19,20
14.85 78:10
140 52:17
141 52:22
142 52:25
143 53:3
144 53:10
145 53:13
146 53:16
147 54:4
148 54:9
149 54:25
14th 42:21 52:2 64:3 79:24 85:15 87:15 88:15 90:8 94:5
15 1:25 6:5 14:22 36:11 37:22 88:3,4 95:17
150 5:21,24 7:22 50:5 51:8 55:8 66:24 67:24 87:1,5,8 87:13 91:10,14
151 55:21
152 56:1
153 56:11
154 56:18
155 56:21
156 57:6
157 57:10
158 57:12
159 57:24
16 6:9 14:25 37:6 88:11,12
16.26 51:22
16.3 6:2 52:6 87:18,21
160 58:5
161 58:10

161.95 70:14
162 8:6 58:19 71:19 92:2,7
163 58:25
164 59:2
165 59:14
166 59:20
167 50:6 59:23
168 60:3
169 60:8 66:25
17 6:13 15:9 70:12 88:19,20
170 60:15
171 63:19
172 63:24
173 64:3
174 64:7
175 64:12
176 64:18
176.64 63:21
177 7:10 64:8 65:6 90:10,14
178 65:13
179 65:17
18 6:17 15:17 72:14 85:6 89:3,4
180 65:20
181 65:23
182 66:10
183 66:15
184 66:22
185 67:5
186 67:10
187 67:20
188 68:3
189 68:11
18th 42:24 43:11 86:16 90:24
19 6:21 16:5 89:12,13
190 68:23
191 69:3
192 69:6
193 69:9
194 69:15
195 69:19
196 70:12
196.7 52:19
197 70:22
198 71:11
1985 1:4
199 71:15
1991 15:4
1996 18:6,11
1998 18:15
1999 18:2,7,17 28:8

2

2 4:7 12:6 29:1 42:20,24 45:18 68:24 83:11,17 83:19 122:8
2.42 37:2 38:8 38:22 39:11 41:3
2.7 4:24 85:1,4
2.8 4:21 84:18 84:22
20 7:1 16:10 70:19 89:21,22 100:7 107:4
200 71:18
2002 18:3 20:10
2003 20:11,17
2005 20:18 21:2
2008 21:2
201 71:24
2010 23:3
2014 23:4,17 24:8
2015 9:13 108:13,19,20 113:13 115:4 117:24 118:5 118:20
2015-2025 11:7 11:11 115:8 117:2,6,13,17
2016 9:17 25:22 26:8,20 108:23 109:1
2017 4:11 9:21 37:1,3,18 38:8 39:5,13,20 40:11,21 41:19 42:4 81:24 82:8 83:5,24 84:8 109:4,6 120:10 122:7
2018 10:1 42:17,24 43:11 85:7 109:9,11 122:9
2019 10:5 25:23 26:9,12 46:17,23 47:20 48:7,24 49:16 50:5 51:6 85:24 86:8,25 109:14,16 122:11
202 72:3
2020 10:9 51:20 52:2,20 53:1,21 54:6,8 87:15,23 88:7 109:19,20
2021 10:13 26:13,20 28:2 28:6 41:19 56:25 57:10 58:14,25 59:24 60:6 64:4 65:14,22 88:15 88:23 89:16,25 90:8,16 109:23 109:24
2022 10:17 42:21 45:8 66:24 67:7 68:24 69:7 71:16 72:17,24 85:15 87:6 90:24 91:8,16

91:25 92:10
99:22,25 100:1
100:3,6,10,22
101:6,21
102:25 103:7
104:14 110:2,3
110:17
2023 10:21
74:9,17 75:19
76:2 92:19
93:4 100:1
104:21 110:6,7
112:16 113:9
2024 11:1
45:22 49:3,11
49:17 76:24
77:6 78:11,16
84:24 86:16
93:12,21 106:4
106:7,20 107:3
110:10,11,17
112:5,11,15
113:10,21
114:10
2024-010 1:1
2025 1:25
11:17,21 79:16
79:24 81:2
89:7 94:5,15
106:8,17,25
113:18,20
114:8 118:5,20
126:15,17,23
126:25 127:5
127:10,15,16
127:18,25
129:16
203 72:14
204 72:19
205 72:23
206 73:1
207 63:21
73:15
208 73:19
209 73:24
20th 23:17 48:7
51:6 71:15
77:6 86:8,25
91:25
21 7:5 16:13
90:4,5
210 74:8
211 74:13
212 74:16
213 74:19
214 74:25
215 75:6
216 75:12
217 75:19
218 75:24
219 76:2
21st 46:23
85:24 101:20
113:9 129:16
22 7:9 16:16
90:12,13
220 58:14 59:6
76:5
221 76:11
222 76:14
223 76:21
224 77:3
225 77:6
226 77:9
227 77:16
228 77:21
229 78:8
22nd 113:10
23 7:13 16:22
79:13 90:20,21
230 78:13
231 78:16
232 78:19
233 79:2
234 79:5
235 79:12
236 79:18
237 79:22
238 80:1
239 80:8
24 7:17 17:2
81:24 82:7,13
91:4,5 95:12
240 80:12
241 80:17
242 80:22
243 81:1
244 81:4
245 81:11
246 81:15
247 81:21
248 82:5
249 82:12
25 7:21 17:7
91:12,13
250 8:24 76:22
77:11 93:15,20
96:13
251 96:17
252 96:20
253 97:2
254 97:21
255 97:24
256 98:8
257 98:14
258 99:6
259 99:21
25th 89:7
26 6:6 8:1
17:11 28:8
52:20 53:4
87:25 88:5
91:16,21,22
260 100:2
261 100:7
262 100:25
263 101:4
264 101:10
265 101:15
266 101:20
267 101:23
268 58:14 59:7
102:3
269 102:10
26th 69:7 72:24
92:10
27 8:5 17:16
84:8 92:5,6

270 102:16
271 102:20
271.73 76:22
272 102:22
273 103:6
274 103:17
275 104:25
276 105:11
277 106:5
278 106:10
279 106:14
27th 40:11,21 76:2 93:4
28 8:10 17:20 92:15,16
280 106:18
281 106:23
282 107:2
283 108:1
284 108:5
285 111:3
286 111:10
287 111:14
288 112:4
289 112:9
29 8:14 18:2 92:24 93:1
290 112:13
291 112:24
292 113:7
29248 129:19
293 113:12
294 113:19
295 117:22
296 118:3
297 118:8
298 119:25
299 120:6
29th 65:22 90:16

3

3 4:10 12:11 25:3 26:17 45:16,18 46:11 59:2 83:9,22 83:23 84:6 104:19 119:20 119:23 120:14
3.6 41:4
30 8:18 18:5 93:8,9
300 120:14
301 120:17
302 120:20
303 121:1
304 121:6
305 121:10
306 121:17
307 122:4
308 122:16
309 122:21
30th 93:12
31 8:22 19:18 45:22 49:11 93:17,18
31.88 74:10
310 123:16
311 123:20
312 124:11
313 124:16
314 124:20
315 124:24
316 125:4
317 125:8
318 125:12
319 125:16
32 8:15 9:1 19:22 74:21 92:21 93:2 94:1,2
320 125:21
321 126:5
322 126:9
323 126:14
324 126:20
325 126:22
326 127:8
33 9:5 20:2 94:10,11
34 1:4 8:2 9:9 20:6 69:10 91:18,23 94:19 94:20 108:15 108:16,18 110:6
34.2 68:25
35 9:13 20:10 54:22 108:19 108:20
355 80:18
36 9:17 20:13 108:24 109:1
36:21 3:17
37 9:21 20:17 109:5,6
38 10:1 20:20 109:10,11
39 10:5 21:1 109:15,16

4

4 4:15 12:16 47:19 75:20 84:9,10 122:9
4.125 45:10
4.34 42:17 43:17 45:9
40 10:9 21:4 109:19,20
41 10:13 21:13 109:23,24
42 10:17 21:21 110:2,3
42.1 74:10
43 10:21 22:8 110:7
44 11:1 22:13 110:10,11
45 11:5 22:18 116:11,18,24 117:4
46 11:9 22:25 116:11 117:14 117:15
47 8:19 11:13 23:3 75:20 76:7 93:7,10 123:13

48 11:16 23:6 127:4,5
482 9:2 78:10 78:22 93:24 94:3
49 11:19 23:9 127:22,23

5

5 4:19 12:20 49:7 50:3 84:19,20 97:2 98:9 119:8
50 23:14 46:16
500 7:6 59:25 60:12 90:2,6
51 23:20
52 24:11
53 25:17
54 25:22
55 25:25
56 26:7
57 5:9 26:11 47:2 85:25 86:5
58 26:15
59 27:1
593 59:25
5th 106:17,25

6

6 4:23 12:25 51:19 85:2,3 108:5 111:3,10 111:15
6.7 43:18
6.7b 5:2 44:3 85:8,12
60 27:11
61 28:2
62 28:5
63 28:8
64 28:21
65 28:25
66 29:4
67 29:14
68 29:17
69 29:24
6th 67:7 91:8

7

7 5:1 13:2 52:18 85:10,11
70 30:2
71 30:7
72 30:16
73 31:4
74 31:7
75 31:14
76 31:22
77 32:15
77.9 79:14
78 9:6 32:20 80:2 94:7,12
79 1:13 33:12 46:1
7th 58:25 87:6 89:16

8

8 5:5 13:7 79:14 85:19,20
8.87 80:19
8.9 9:10 81:7 94:17,21
80 33:23
81 34:12
81:25 3:17
82 34:15
83 4:7,10 36:24
84 4:15,19 37:5
85 4:23 5:1,5 37:11
86 5:8,12,16 38:7
87 5:20,23 6:1 38:16
88 6:5,9,13 38:20
89 6:17,21 7:1 38:25

9

9 5:8 13:24 86:3,4
90 7:5,9,13 39:9
91 7:17,21 8:1 39:23
92 8:5,10 39:25
93 8:14,18,22 40:9
94 9:1,5,9 40:14
95 40:19
96 15:4 40:23
97 41:10
98 41:13
98.35 51:21
99 41:16
99:14 3:21

a

a.i. 104:18
a.m. 12:1 95:18
ability 124:9
able 43:3 126:24
above 37:8
abuse 8:7 37:3 56:24 71:20 92:3,8
abusing 5:14 6:6,14 48:11 53:5 86:10,15 88:1,5,18,21
academic 16:18 16:25 17:3,7 17:12,16
accept 37:24 55:18
acceptable 35:5
accepting 35:11
accepts 7:19 91:3,7
access 6:22 89:10,14 123:21 124:6 124:10,11

accompanies 106:12
account 122:25
accuracy 35:3 35:11,21 47:15 48:20 52:14 53:14 56:19 58:6,9 59:21 60:16,21 64:21 64:24 65:3,7 66:16 68:12,21 69:20 70:7 72:4,11 73:20 75:7,14 76:15 77:22 78:4,6 79:6 80:13 81:16,19 82:1 82:6 95:10 116:1
accurate 21:14 30:18 35:2 38:1 62:15 84:5 116:5
accurately 44:11,15 74:4
acknowledg... 13:8
act 1:4,13
actively 57:4
actual 25:10
actually 21:24 32:25 56:6 104:11 108:9 114:7,24 123:17
ad 5:25 59:10 87:10,14
addition 46:10 54:25
additional 8:19 76:7 93:7,10
address 34:9
addressing 34:9
adelaide 55:10
adjourned 128:3
admired 11:10 112:6,12 113:14 115:3 117:12,16,24 118:11
admit 114:21 116:2
ads 5:14 48:11 86:10,15
adsense 49:15
advertiser 29:12
advertising 1:9 7:2 20:22 22:15 29:8,10 54:18 89:19,23
advisement 3:15 36:22 38:2 82:3,10
advisements 3:6,14
affect 71:6 105:2
affiant 21:25 22:3 25:12 32:7 38:3,13 41:25 47:8 60:23 64:25 70:9 71:3 78:5 100:17 104:1 107:11,15,18 107:23 112:21 115:19 118:23
affidavit 1:22 12:18,19,23 13:9 19:3 25:3 26:17 28:15,25 82:13 97:3 98:8 106:11 111:5,10 112:4 113:2 126:18
affirmation 46:5
affirmed 12:2
aggressive 66:5
ago 15:4 25:11 25:13 27:20 122:14
agree 18:5,7 28:9 33:25 35:10 40:16,24 41:8,10 42:10 43:7,14 44:21 47:11,13 48:3 48:6,16 51:4 51:11 52:1,10 52:23 53:10 54:5,7,11 55:1 55:3,8 56:11 56:13 57:7,14 57:24 58:3,13 58:21 59:15 60:4,10 63:25 64:10,12,14,15 65:18,20,25 66:8,10,12,21 67:6,11,16,22 68:1,5,9,16 69:3,15,17,23 71:13,14,25 72:20,23 73:3 73:16 74:13,16 74:20 75:1,10 76:11 77:16,18 78:1 79:2,19 79:22,23 80:9 80:23 81:1,4 81:12,23 82:6 98:14,18 99:3 99:10,24 100:2 100:9 101:4,8 101:10 102:25 103:8,12,19 104:3 105:3,14 106:5 107:5 108:1,4 117:22 118:3,8
agreed 30:25 59:9
agreement 124:7
ahead 111:1

alexander 2:5
alleviate 95:22
allow 8:11 40:3 92:12,17
alongside 13:8
alphabet 45:21 49:10 73:5
alphabet's 54:16 66:3
altered 12:23
amazon 6:10 54:22 88:10,13
amended 1:5 4:13 83:7,25 120:12
amount 45:9
amounts 45:14
amplifying 32:11
android 6:19 6:22 7:11 8:7 43:20 57:20 64:9 71:21 89:2,6,9,14 90:11,15 92:4 92:8
announced 59:5
annulled 49:4 49:19
annulment 49:6
answer 40:6 42:25 44:18 57:1 61:5,17 62:7,7,22 64:19 70:8 105:24 126:20
answered 27:16 56:5 99:6,15,18 105:25 124:16
ant 4:8 23:7,23 25:10,18 83:17 83:20
anti 73:11 104:15
antimonopoly 69:1 75:21
antitrust 4:17 4:20,25 5:2,6 5:17 7:3,14 8:6 16:14 17:13 41:6 43:19 44:4 66:2 71:20 73:9 84:11,18,21 85:1,4,9,12,16 85:21 86:18,22 89:20,24 90:18 90:22 92:3,7 101:7,25 103:11,20
anyways 68:4 110:21
aol 4:8 20:7 22:19,25 23:23 83:17,20
apart 38:10,13
apologies 83:15
app 6:19 57:19 73:6 89:1,5
apparently 37:21 49:25
appeal 7:18 44:7,9 45:6,14 46:6 49:25 91:2,6
appealed 46:4 49:16,22
appeals 84:14 84:16
appear 3:12,16 3:21 43:9
appearing 18:19
appears 18:11 40:18 101:18 102:22 103:5 122:10
apple 7:15 66:4 90:19,22
apple's 7:19 91:3,7
applicant 1:17
application 1:11 95:4 108:3
appreciate 19:14
appreciated 107:10
approach 113:3
approximately 28:8,16 50:6
april 74:17 87:6 88:15 92:19
ar 2:13 129:21
area 17:4,13 20:3
areas 17:8,17 30:15
argument 95:4
article 4:15,19 4:23 5:1,5,8,12 5:16,20,23 6:1 6:5,9,13,17,21 7:1,5,9,13,17 7:21 8:1,5,10 8:14,18,22 9:1 9:5,9 11:19 23:15,17,21 24:12 25:9 37:9,19 40:15 40:17,19,20,24 41:14 43:6,8,9 43:23 44:2,25 46:21,22 47:7 47:15 48:2,4,7 48:9 51:3,4,15 51:24 52:2,15 52:22,23 53:14 54:4,5 56:7,12 56:19 57:7,8 57:15 58:6,20 58:21,23 59:3 59:17 60:3,5

61:20,20,21
62:17 63:24
64:1,5,11,21,24
65:1,3,17,18,25
66:16,19 67:5
67:7,16,21,23
68:13,15 69:3
69:4,6,14,21,23
70:4,7 71:12
71:13 72:5,19
72:21 73:3,4
73:14,20,22
74:5,13,14
75:7,9,24,25
76:16,18 77:2
77:3,4,23,25
78:13,14 79:6
79:8,10,18,19
80:1,7,13,15,22
80:23 84:9,10
84:16,20,24
85:3,7,11,15,20
85:24 86:4,8
86:13,17,21,25
87:4,7,12,16,20
87:24 88:4,8
88:12,16,20
89:4,8,13,17,22
90:1,5,9,13,17
90:21,25 91:5
91:9,13,17,22
92:1,6,11,16,20
93:1,5,9,13,18
93:22 94:2,6
94:11,15,20
102:4,24,25
122:6,6,8,10,11
127:10,12,12
127:23
articled 88:24
articles 34:19
35:25 36:19
37:20,25 55:5
61:8,11 62:1,3
62:14,18 82:22
95:7 98:21
99:8,17 118:25
118:25 119:2
119:21 121:4,8
121:13,21
122:5,13
123:22,24
124:7,12,13
arts 14:1
asked 37:23
39:2 43:2
47:24 82:1
99:7 106:1
120:6
asking 61:12,22
62:12 63:16,16
99:8,9 112:22
118:17,22
assembled
115:9,10,11
assessment
33:25 111:17
assign 83:1
assistance 3:8
assume 116:4
118:17
assuming 67:19
assumption
35:1
attached 112:5
113:1
attending 1:24
attention 42:8
august 1:25
25:22 26:8
129:16
authority 50:7
51:22 52:19
54:1 56:23
58:15 60:1
65:15 76:23
78:11 80:20
authors 103:8
105:14,19
auto 6:19,22
89:2,6,10,14
automotive
20:23,24 22:14
available 55:22
55:24 56:2,3
56:12 66:11,13
108:12
aware 37:1
38:7,17,18,21
38:23 39:2,5
39:10,11,20
40:1,10,10
42:17 43:1,4,5
45:7,12,12
46:14 47:20,22
49:3,5 50:4,8,9
50:14,15,25
51:20 52:18
53:18,22 54:2
54:3 56:22
57:3,4 58:13
58:16,17 59:24
63:20 65:13
66:19,23 67:2
67:4 68:23
70:13 71:7,8
72:15 74:9
75:19 76:21
77:1 78:9
79:13 80:18
96:25 98:20
121:7,12,20,25
122:3,13 123:6
123:10
awareness
34:11 40:13
46:19 71:5

b

b 1:15 112:4
113:2
back 15:11
20:6 22:19
25:17 28:11
35:4,15,20
41:20 42:15
45:5 47:18
49:1,10 51:18
52:17 53:16
56:21 58:1,10

59:23 63:18 66:23 67:11 68:23 70:11 72:12 74:8 75:12 76:21 78:8,9 80:17 81:21,25 95:20 102:23 103:7 107:2 117:8 119:9
backdrop 16:3 16:6 38:5 44:9
background 13:14
backing 40:4
backs 5:6 85:16 85:21
based 30:12 32:24 33:6 48:24 81:22 95:24 96:1 98:19,25 103:4 105:3,12 118:6
bases 32:13
basis 35:10 61:23 116:4
bay 55:9
bearing 16:6
beaten 104:18
believe 19:18 19:22 25:8 33:18 37:13 40:5 41:13 44:24 45:4 47:9 51:15 56:4 59:4 60:2 61:13 63:19 65:16 72:14 83:8 84:8,14 92:5 108:10 112:15 117:18 120:8 122:5 124:17 127:3
believed 105:15 105:19
benefit 34:22
best 13:4
beyond 70:21
big 6:23 89:10 89:15
biggest 54:14
billing 73:7
billion 4:24 37:2 38:8,22 39:11 41:3,4 42:17 43:17,18 45:9,10 47:21 49:20 63:21 68:24 70:13 71:4 74:10 75:20 79:14 85:1,4
billions 4:16 84:11
binder 19:4,10 36:20 110:21 114:20 115:14
bit 13:14,25 14:10 17:21 22:9 36:25 50:10 60:8 62:10 100:18 100:19 102:9 113:17 125:24
bln 4:21 84:18 84:22
blocking 7:10 8:16 64:9 74:22 90:11,14 92:22 93:2
blue 4:8 23:6 23:23 25:10,18 83:17,20
blurry 60:9 65:21 79:23
board 6:2,7 9:2 9:10 52:5 53:6 78:21 81:6 87:17,21 88:2 88:6 93:23 94:3,16,21
bodes 6:23 89:10,15
body 73:9
bottom 102:15 102:15 103:16
brand 23:10,25 24:21 97:5,11 97:20 98:1,10 99:5,23 100:23 103:9
brand's 104:4 111:18
branding 15:18 16:7 17:8
brands 9:14,18 9:22 10:2,6,10 10:14,18,22 11:2 98:7,15 99:12,25 103:22 105:9 106:6,20 108:21 109:2,7 109:12,17,21 109:25 110:4,8 110:12
breach 5:10 47:3 86:2,6
breaches 7:23 46:17 67:1,25 76:25 91:11,15
breaching 4:16 6:11 8:2 41:5 54:16 69:11 84:11 88:10,14 91:19,23
break 14:9 95:14,17 98:17 99:13 118:10 119:8
breaking 54:23
brief 36:16
briefing 67:14
brings 59:10
broader 29:23
broadly 26:23 38:18 45:11 50:8,14,25 53:22 56:16 57:3 58:3 67:2

67:4 96:25 122:1 123:9
brought 45:6
budget 30:11 30:14 31:17
budgets 30:8 30:17 31:1,2,8 31:11
bulk 59:11
bureau 18:25 37:14
bureau's 117:9 121:3 123:24
business 26:5,5 27:10 30:15 59:10 96:14,16 96:17,18,21 97:19
business's 97:5 97:11,20

c

c 1:4,4 2:1
calendar 100:3 106:7 112:15 113:21 114:10
called 20:25 21:11 101:17 113:7
campaigns 29:8,11
canada 1:7,9 1:19 2:9 9:14 9:18,22 10:2,6 10:10,14,18,22 11:2 17:25 18:16 20:7 22:19,25 23:23 25:20 26:1,12 26:16,19,24 30:14,23 31:23 33:20 42:2,2 50:11,12,17,21 55:24 56:2,15 57:3,5 70:17 70:24 71:6 98:1,10,24 99:25 103:10 108:21 109:2,7 109:12,17,21 109:25 110:4,8 110:12 112:6 115:4 118:11 120:4,18 121:12,20 122:12
canada's 11:10 29:21 99:4 106:19 117:11 117:16
canadian 30:22 31:4,6 42:2,7 42:11 50:25 55:6,9,12 56:6 56:16 58:3 59:19 61:2 64:17 66:14 68:19 72:8 73:23 75:5 77:19 79:11 81:20 83:6,7 96:1 98:7,22 98:23,24,25 111:18 119:1,3 120:11,12,25 121:23
canadians 99:1 99:16 104:17 112:11 119:4 121:7 123:17 123:23
canwest 20:20 21:8,12,15 22:10
capacity 26:21
car 6:18 89:1,5
career 15:5 17:24 42:1 61:3 70:18
carefully 24:18
carried 72:8 73:23 98:21
carrying 111:17
case 24:23 25:8 27:18 55:17 74:5 102:22 103:1,5,11,21 105:5,16 124:5
cases 53:24 70:1
casl 50:13
cbc 4:15 40:11 40:17 43:8,10 48:4 84:8,10 85:7 86:8 122:4,7,8,11
cdn 5:2 41:4 43:18 44:4 85:9,12
centre 55:10
certain 1:7 103:19 104:2
certainly 15:5 103:15 121:24 124:1
certificate 129:1
certify 129:4
challenge 4:20 84:17,21
change 7:2 21:8 21:14,16 24:9 24:13 50:23 51:1 83:14 89:18,23
changed 21:10 21:24,25 22:2 22:5
changes 59:9
chart 4:10 34:16,18,18,21 35:2,8,8,11,16 35:20,22,25 36:20 37:13 42:15 45:5,19 46:3 47:18 49:1 51:19 52:17 53:16 56:21 58:10 59:23 63:1,6

63:18,18 66:23 68:23 70:11 71:9 72:13 74:9 75:12 76:21 78:8 80:17 81:22,22 82:6,16,19,25 83:1,3,21,23 84:3,4 113:13 115:25 117:8,9 117:23 118:7 118:19 119:20 120:2,7,8,15,16 121:2,3,8 122:5 123:25 124:25
charts 34:23 82:2
chatgpt 104:19
check 112:17
chenyang 2:10 36:14
chertanovo 79:15
choose 11:14 122:18 123:2 123:14
christina 2:6
clarify 16:20 21:7 31:12 32:6,7,18
clean 12:18,21
clear 15:20 33:19 60:18 95:12 103:15 105:22,23 112:14 116:17
cleared 96:10
clerk 116:18
closely 39:8 45:13 60:25
cloud 33:22
cnil 46:15 53:20,25 66:25 67:4
collaboratively 34:7
colleague 119:19 120:7 122:17 126:22
colleagues 18:25
collection 113:8,9
column 37:18 38:1
come 33:13 35:15,20 42:8 119:8
comes 95:3
coming 20:6 71:25 102:23
commencing 12:1
comment 28:18 55:6 68:20 72:11 75:4 80:16 103:14 105:19
commerce 54:22
commercial 66:6
commission 63:22 70:15 72:16 74:11 120:21 126:11
commissioner 1:11,16 2:3 12:7 108:2
commitment 35:7
comms 34:7
communicati... 21:6 22:16 23:1 34:5,13 96:23
companies 11:11 112:6,12 113:14 115:3 117:12,17,24 118:11
company 22:4 23:24 24:20 26:21 34:2 55:9,12
competing 8:16 74:22 92:22 93:3
competition 1:2,4,12,13,16 2:4 6:2,7 8:3 8:23 9:2,10 12:7 32:16 37:14 41:2 50:7 51:22 52:5,19 53:6 54:1 56:23 57:16 58:15 60:1 65:15 69:11 70:14 72:16 76:23 77:10 78:11,21 80:20 81:6 87:17,21 88:2 88:6 91:19,24 93:14,19,23 94:3,16,21 95:5 117:9 121:3 123:24
competition's 108:2
competitive 73:11
competitors 32:21
compilation 114:19 116:11
compiled 113:13 115:22 115:24
complete 104:9 104:23
completely 27:7
completeness 46:7 49:9 126:24 127:22

concerns 95:23
conclude 119:15
conduct 1:7
conducting 12:8
confirm 12:21 60:21 61:14,16 61:17,25 64:23 65:2 66:13 70:6 75:9,14 76:19 77:19 78:4,5 79:8 82:1 106:14
confirmed 95:9
confirming 60:9
confused 113:17
connect 33:2
consecutive 98:4 99:5
consistent 96:7
consulted 100:21
consumer 25:19 26:3,8 26:19 27:2 29:12,12,14 31:3 32:12
consumers 27:9 33:21 122:3
contained 119:21
content 110:22 119:17
contents 35:16 61:8 116:6
context 37:7 84:15
continuing 34:8
cooke 13:15 17:22 23:14 34:16 40:14 47:18 51:25 53:17 82:21 102:5 107:12 119:22
cookie 7:23 67:25 91:11,15
cookies 6:11 54:18 88:10,14
cooperative 110:25
copies 108:13
copy 12:18,21
copyright 7:7 60:1,13,25 90:3,7
corner 122:23 122:23
corporate 11:20 17:8 21:9 22:5 127:14,24
corporation 1:8,19 2:9 20:14 22:1
correct 12:9,24 12:25 14:2,5,9 14:11,14,17,20 14:23,24 15:1 15:14,19,24 16:8,11,12,14 16:15,19,25 17:5,6,9,10,14 17:15,18,25 18:3,10 19:24 20:4,5,8,11,15 20:18 21:2,6 21:19,20 22:11 22:16,20 23:1 23:4,11,12 24:14 25:20,23 26:1,9,13,17 27:4,14 28:3,4 28:6,7,23,24 29:2,3,9,15,19 30:4,9,18 31:24 32:17,22 32:23 34:3,13 34:14 41:14,15 41:17 45:1 46:23 47:3,4 47:12,15,16 48:13,20,21,23 48:25 51:16,17 52:7,15,16 53:7,14,15 55:10 56:19,20 58:7 59:21 60:16,17 62:1 62:14 64:22 65:8 66:17 68:13 69:19 70:8,9 71:22 72:5 73:20,25 75:7,25 76:3,8 76:16 77:4,7 77:13,23 78:14 78:17,24 79:6 80:5,13 81:16 82:8,13,14 96:2,3,4,14,21 98:2,11 100:4 106:21,25 107:1 111:6,12 111:13 112:7,8 112:10 114:18 115:2 116:12 118:6 129:14
correcting 95:23
correction 21:23 97:9
correctly 48:14
correlated 99:3
counsel 3:8 12:7 30:20 34:24 40:4 45:6 105:4,13
count 28:12,14
countries 124:25
country 28:22 29:6 124:3
country's 54:17 73:9

couple 125:25
course 13:6 30:23 31:19 33:7 35:24 42:12 119:4 121:25
court 2:14 5:5 5:24 7:18 8:19 9:6 13:17 15:11 45:8 46:6 49:4,18 49:24 76:6 79:15 80:2 82:17,25 83:10 83:15 85:16,20 87:8,13 91:1,5 93:6,10 94:7 94:12 108:16 116:10,14,16 126:11,12 129:22
court's 46:4 49:23
cover 113:21 114:10
coverage 112:22
covered 24:8 64:17 70:2
covers 100:3 112:15
craft 29:7,10 32:21,24 33:5 33:11
crises 33:25
cross 1:22 3:3 12:3,8,12 19:10 36:15 37:21 49:12 104:10 110:21 114:18,20 115:14 120:1 126:15
csr 2:13 129:21
ct 1:1
customer 29:12 29:14 31:3 32:12
customers 33:21 122:3
customisation 7:11 64:9 90:11,15
cut 41:22

d

d 3:1
daily 67:14
dance 75:1 80:8
data 7:15 46:15 46:17 53:20 54:13 66:7,25 90:19,23 114:5
date 43:12 46:24 48:7,8 48:24 52:3 60:7 64:5 65:21 67:8 69:6,8 71:17 72:25 76:4 79:25 81:3 101:22 106:15 112:19,21 127:16
dated 23:17 40:20 43:11 46:23 51:6 52:2,25 54:6,7 57:10 58:25 60:6 64:3 65:21 67:7 71:15 72:24 74:17,18 76:2 77:6 78:16 79:23 81:2 100:1 101:20 129:16
day 33:16,16 34:8 39:20 96:13,13 129:16
de 20:1
deal 7:3 89:20 89:24
december 20:18 45:22 49:11 51:6 54:6,8 86:25 88:7
decide 63:7
decision 5:6 46:5 49:17,19 49:23 85:17,21
dedicated 100:10
definitive 104:6
degree 15:15 15:16 18:12
dell 17:25 18:9 18:16 20:7
demonstrated 118:19
department 30:9 31:14 103:1,10,20 105:5,15
department's 101:25
described 42:1
describes 24:16
description 4:3 21:23 25:9 37:25
detail 26:22
detailing 24:13
details 38:24 39:1 42:6 43:5 47:25 48:2 58:18 61:4 76:19
determinations 30:13 31:21
developed 57:19
developers 73:6
different 21:18 24:6 27:7 29:15 30:15 31:2 50:12

120:3
digital 15:6,8 23:13
diligent 114:16
directed 18:24 18:24
director 21:5 22:15 23:1 28:23 29:6
disagree 35:15 35:21 55:16 61:23 64:15
discuss 33:24 40:3
discussed 33:17 75:11 84:13,14 98:17,20 99:9 99:13 102:24 116:1 118:9,24
discussing 103:1
distributed 56:17 121:23
district 79:15
document 4:13 11:5,9,13,16 37:6 83:7 84:1 100:8,13 115:5 115:18,20 116:21,25 117:4,15 120:12 122:17 122:19,22 123:13 127:5
documents 12:17 94:24 110:16
doing 31:8 32:16,21 33:9 61:11 62:4 74:25
dominance 37:3 56:24 103:2
dominant 6:14 88:18,21
doubt 47:14 48:20 52:14 53:13 56:19 58:6,8 59:20 60:15 64:21 65:7 66:16 68:12 69:20 72:4 73:20 74:3 75:7 76:15 77:22 79:6 80:13 81:15
driving 34:10
driving.ca. 20:25
drop 118:4
dropped 118:10,15,18
due 62:25

e

e 1:15,15,15 2:1 2:1 3:1 6:18 54:22 57:19 89:1,5
earlier 95:23 96:2,5
easy 36:4 115:21,24
ec 46:5 49:16 49:18,22
economics 16:11
edition 11:17 126:25 127:6
education 13:25 14:25 15:13,18,21 16:5,10,13 17:12
educational 15:22 16:1 19:23
efficiency's 110:20
efforts 26:5 33:20
eight 122:14
either 45:4 76:20
email 67:19
employee 121:11
employees 121:11,18,19 122:2
employer 21:10
employment 41:17 48:23 97:1
ended 18:6
enel 6:18 57:19 89:1,5
engagement 23:11 24:1,22
engine 103:2
enjoyed 99:4
entire 15:5 19:2 44:8 107:10
entitled 46:25 47:1 51:8 84:16 85:7,15 85:24 86:8,17 86:25 87:7,16 87:24 88:8,16 88:24 89:8,17 90:1,9,17,25 91:9,17 92:1 92:11,20 93:5 93:13,22 94:6 94:15 113:3 116:25 117:10 122:18 127:13
entries 28:14 123:4
enumerated 16:7
equation 40:5
error 24:5
esq 2:3,4,5,8,9 2:10
estimating 122:2

eu 4:15,20,24 5:3,5,6,12,17 44:4 48:10 84:10,18,21 85:1,4,9,13,16 85:16,20,21 86:9,13,18,22
euro 5:24 7:22 8:24 41:3 43:18 49:20 67:24 77:11 87:9,13 91:10 91:14 93:15,20
european 5:9 37:2 38:9,22 39:12 41:1 42:13,18 43:16 45:8 46:5 47:2 47:21 49:4,24 50:12 86:1,5 120:20 126:7 126:10,11,12
euros 5:21 7:6 37:2 38:8,22 39:11 42:18 45:10,10 46:16 50:5 51:9 53:19 54:15,23 56:24 57:17 58:14 59:7,25 60:13 65:14 66:4,24 76:22 87:1,5 90:3,6
events 34:1
everybody 119:11
everyday 96:24
evidence 24:11 50:19 56:8 61:18 97:8,22 111:21
evidentiary 95:8
exactly 15:2 24:7 30:10,19 32:23 34:4 98:18 117:18
exam 119:17
examination 1:22 3:3,4 12:3 12:8,12 13:19 19:10 35:12,19 36:7,12,15 37:15,21,23,24 38:11,14 39:19 45:24,25 82:20 83:18 110:21 114:16,18,20 114:22 115:14 115:16 116:2,5 119:11,16,18 120:1 126:15 128:2 129:11
examinations 34:23 45:23 49:12
excepted 39:18
exception 33:21
exchange 18:12 19:19
excluding 6:18 57:18 89:1,5
excuse 68:18 124:14 126:21
exercise 30:12
exhaustive 33:14
exhibit 4:4,7,10 4:15,19,23 5:1 5:5,8,12,16,20 5:23 6:1,5,9,13 6:17,21 7:1,5,9 7:13,17,21 8:1 8:5,10,14,18,22 9:1,5,9,13,17 9:21 10:1,5,9 10:13,17,21 11:1,5,9,13,16 11:19 13:19,21 19:4 82:20 83:1,9,11,17,19 83:22,23 84:6 84:9,10,19,20 85:2,3,10,11,19 85:20 86:3,4 86:12,13,20,21 87:3,4,11,12,19 87:20 88:3,4 88:11,12,19,20 89:4,12,13,21 89:22 90:4,5 90:12,13,20,21 91:4,5,12,13,21 91:22 92:5,6 92:15,16,24 93:1,8,9,17,18 94:1,2,10,11,19 94:20 106:11 108:8,15,17,19 108:20,24 109:1,5,6,10,11 109:15,16,19 109:20,23,24 110:2,3,6,7,10 110:11 112:4 113:2 114:21 115:15 116:2 116:11,18,24 117:4,7,9,14,15 119:20,23 120:14 123:12 123:13 127:3,4 127:5,21,22,23
exhibits 4:1 45:23 49:12 82:18,23 89:3 95:1 108:11,14
existing 121:11 121:17
expanded 27:9
expansion 27:5
expect 33:13
expedite 63:3
experience 17:21 20:7 25:5 27:23,25
expert 13:8

expertise 30:20
explain 24:3 50:10
expression 33:1
eyes 104:17

f

f 3:20 99:14 105:25
facilitate 107:14
facing 101:6 104:15
factors 104:4 105:2,6,8,10
fair 28:17,18 63:22 74:11 84:4 101:16
fairly 27:25 112:25
fairness 49:9 49:21
fall 98:16,19 99:12
familiar 102:13 115:17
fan 23:10,25 24:22
fast 63:6
february 52:2 87:15 89:7 106:17,25
federal 69:1 75:21
field 18:16
fight 4:24 5:17 6:22 84:25 85:4 86:19,22 89:9,14 95:2
figure 113:25 114:7
figured 110:19 110:22
filter 63:11
final 80:22 81:11
finally 94:14 122:9 126:14
finance 31:14
fine 4:21,25 5:2 5:7,13,17,24 7:19,22 8:12 8:24 9:11 13:20 25:15 27:21 36:2 38:22 39:11,21 40:1,10,11 41:3,16 42:6 42:13 43:19 44:4 45:9 46:9 47:24 48:10,22 49:4,20 50:19 54:14 56:9 57:6 58:17 59:6 61:15 62:5,19 64:18 65:11 67:20,25 68:22 70:10 71:4,11 74:8 77:12 81:7 84:7,18,22 85:1,5,9,12,18 85:22 86:9,14 86:18,22 87:9 87:13 91:2,7 91:11,14 92:14 92:18 93:16,20 94:17,22 95:16 96:6 107:9 111:1 116:3 117:20
fined 5:21 8:6 37:2 38:8 39:4 42:17 43:3 46:16 47:21 50:5 51:8,21 52:19 53:19 54:22 56:23 57:17 58:14 59:25 63:21 65:14 66:3,24 68:24 70:13 71:19 72:15 73:10 74:10 75:20 76:22 78:10 79:14 80:18 81:23 82:7 87:1,5 92:2,7
fines 4:10,16 5:9 6:2,6,10,14 6:18 7:6,10,14 8:2,15,19 9:2,6 37:16 47:1 52:6 53:4 60:12 64:8 69:10 74:21 76:6 78:21 80:2 82:13 83:4,23 84:10 85:25 86:4 87:18,21,25 88:5,9,13,17,21 88:25 89:4 90:2,6,10,14,19 90:22 91:18,23 92:21 93:2,6 93:10,23 94:3 94:7,12 98:16 99:10,13,16 118:9,15,18 120:2,9,17
finish 41:24
firewall 124:8
first 13:19 18:6 18:8,15 23:9 23:20 26:2 40:23,25 43:13 44:12,20 54:10 54:11 57:13,14 59:8 65:23 102:3,6,10,23
five 14:8 27:19
fletcher 2:7
focus 50:10 56:15 70:17,18
focused 15:7 27:8 42:2,7 98:24

follow 61:1 70:23
followed 98:5
following 3:6 3:12,16,21 12:11 19:19 39:7 45:13 57:5 60:25 70:20 122:1
foregoing 129:5,13
foreign 50:19
forgetting 121:17
form 15:12 45:20,21 46:1 49:10,14
formal 14:25 15:13,17,21 16:1,5,10,13,25 17:3,7,11,12,16
formed 12:13
forms 112:9
forth 129:7
forward 96:10
four 14:10 62:21
france 5:8,21 7:5 18:13 46:16 47:1 51:9 60:12 85:25 86:4 87:2,5 90:2,5 120:21 125:23 125:25 126:2
france's 54:13
french 5:23 6:9 7:22 8:22 14:2 14:13,19 20:3 46:15 50:6 53:20 58:15 60:1 66:25 67:4,25 68:18 76:23 77:10 87:8,12 88:9 88:12 91:11,14 93:14,18
friday 45:25
friend 120:1 126:14
friend's 120:6 122:5 124:25
front 12:17,19
frontline 34:5
fulfill 35:23
full 124:6
further 119:16
fussed 110:18
future 31:21 101:5 103:18 104:2 122:2

g

games 8:16 74:22 92:22 93:2
gap 18:8
gather 36:4
gauge 97:10,10 97:16,18,19
gay 2:5
general 16:21 16:22 20:21 22:14 45:8 46:4 49:4,18 49:23 126:11
generally 54:2 71:7 124:14
getting 58:11
giant 41:5 44:6 44:9 54:22 59:8 73:10
giant's 57:20
give 62:7,22 82:25 100:12 107:6
given 36:6 62:8 70:2 97:1 104:5 125:25
gives 62:23 123:5
global 7:2 30:11,20,23 89:18,23 98:7
globally 29:23
globe 124:23
go 25:17 28:11 34:17 41:20 42:15 43:13,23 44:10 45:20 49:1 50:3 51:1 51:18 58:1 63:12 67:11 81:21,25 82:22 103:7 107:2 111:1 113:1,2 113:4
goals 29:18,20 29:22,25 30:3 30:24
going 13:13,24 17:20 25:8 27:19 34:15,16 34:17,19 37:8 49:2 55:16 63:14 68:4 74:25 82:22 99:21 112:17 114:13 126:22
good 12:4 83:2
google 1:7,8,19 1:19 2:9,10 4:11,16,19,23 5:1,7,9,13,16 5:20,25 6:2,6 6:10,14,18,21 7:1,6,10,14,21 8:2,5,11,15,19 8:23 9:2,6,11 25:6 27:23 28:2,21 29:21 33:1,22 37:1 37:17 38:8 39:4,6,12 41:5 41:17,18 42:17 43:3,17 44:3 46:3,16 47:2 47:20 48:10,23 50:5 51:8,21 52:6,19 53:4

53:18 54:16
56:23 57:17
58:14 59:24
60:12 63:20
64:8 65:14
66:3,24 67:24
68:24 69:10
70:13 71:19
72:15 73:5
74:9,21 75:20
76:6,22 77:11
78:10,22 79:13
80:2,18 81:8
81:23 82:6
83:5,24 84:11
84:17,20,25
85:3,8,11,17,22
85:25 86:5,9
86:14,18,21
87:1,4,9,14,18
87:21,25 88:5
88:9,13,17,21
88:25 89:5,9
89:13,18,22
90:2,6,10,14,19
90:22 91:10,13
91:18,23 92:2
92:6,12,17,21
93:2,6,10,15,19
93:24 94:3,7
94:12,18,22
96:21,25 97:1
98:9 100:20
101:6 102:1
103:14 104:14
104:20 118:4
118:10,15,18
119:5 120:3,10
121:12,16,19
124:6
google's 7:18
11:9 91:1,6
98:15,19 99:11
100:10 101:5
103:2,9,21
105:2,16
113:13 115:24
117:11,15,23
gouge 97:5,10
97:14
government
50:25 101:7
104:16
great 107:15
108:9
greatly 107:10
group 20:24
guess 55:4
104:25 107:21
guide 3:7
guidelines
50:24

h

h 26:18
hand 122:22,23
handed 54:14
handled 34:2
happen 33:20
happened 70:1
happening 61:1
70:21
happens 70:23
happy 15:10
115:22
hard 42:3
he'll 34:25
head 25:19,25
26:3,7,11,16,19
26:24 27:2,3
29:1,6
heading 44:6,8
49:15
headline 48:15
52:9 53:9
61:24
headquartered
55:9,12
heads 31:14,15
hear 105:24
held 28:22
50:24
hello 12:5
help 62:14 65:9
80:16 81:18
helpful 19:15
21:21 33:12
40:8 50:2
54:10 57:13
60:4 63:4,5
65:24 73:2
74:20 100:25
112:13 116:9
116:16
high 43:1,4
45:12 46:18
47:22 54:2
58:16
hit 5:1 7:21
11:20 30:24
43:16 44:3
67:24 85:8,11
91:10,13
127:15,24
hits 8:23 77:11
93:15,19
hmm 40:22
126:19
hold 104:20
hope 63:3
hotel 9:3 78:22
93:24 94:4
hour 62:22
hours 62:21
housekeeping
34:20 114:14
127:9
hyperlinked
36:3 101:12,13

i

idea 25:5 27:22
29:5 83:2
identification
95:1
identified
94:25
identify 122:21
126:24

ignoring 9:7 80:3 94:8,13
impact 50:16 50:20 103:21 104:4 105:16 123:22 124:9
impacted 103:10
implies 103:20
importance 30:22
important 12:22 112:25
imposed 4:11 37:17 39:12 83:4,24 120:3 120:9,18
imposes 9:10 81:7 94:17,21
inaccurate 41:14 45:19 62:15
inaccurately 24:14 44:25 51:16
inbox 68:8 71:5
inc.'s 73:5
incidents 71:8
include 27:9 97:25
included 26:5 36:20 59:6 120:20
including 98:6
incomplete 45:19
inconsistency 24:17 25:1
incorrect 55:18 62:1,15
increased 101:6
increasing 104:15
index 3:10,14 3:19 4:1
india 8:6,10 70:15 71:19 72:16 73:8 92:2,7,12,16 120:22 125:14
indian 70:14 71:4
indicate 98:8
indicated 97:3 118:1
indicating 22:4
indiscernible 126:8
individual 53:23 71:9
industry 74:2 97:7 111:20 121:25
influenced 105:8
influential 9:14 9:18,22 10:2,6 10:10,14,18,22 11:2 98:1,10 98:15 99:5,12 99:23,25 100:23 103:9 103:22 106:6 106:20 108:21 109:2,7,12,17 109:21,25 110:4,8,12
information 32:11 33:10 70:23 97:4,25
initiatives 31:2 31:21 34:11
inquiries 34:6
instances 39:3
institution 15:23 16:1 19:23
intellectual 76:24
intend 95:2
interact 33:4
internet 41:5
interviews 24:4
involve 96:20
involved 32:10 32:11 66:20
involving 34:1 97:1
iphone 66:4
ipsos 9:14,18 9:22 10:2,6,10 10:14,18,22 11:2 97:3,24 98:12,20 99:22 100:1,6,20 102:25 103:7 105:9 106:4,6 106:9,19 108:11,19,21 109:2,7,12,17 109:21,25 110:4,8,12 111:15
issue 82:3 116:6 118:14
issues 35:4 60:1 119:1
italian 56:22 65:15
italy 6:17 7:17 88:25 89:4 91:1,5 120:21 125:18
italy's 7:13 57:16 66:2 90:18,21
item 34:20 127:8
iterations 110:17

j

january 21:2 46:23 67:7 79:24 85:24 91:8 94:5 113:10
job 18:6,8,15 24:6,13 51:2

83:14 96:24
jobs 28:10
joella 2:7
john 2:8
joined 24:20 26:2 28:2
joining 23:24
journal 16:19
judicial 125:2,5 125:10,13,17 125:22 126:6
july 25:23 26:9 26:12,13 42:24 43:11 60:6 69:7 81:2 85:6 89:25 91:16 94:15 122:9
june 40:11,21 58:25 76:2 78:16 84:8 89:16 93:4,21 122:7 126:17 127:16,18
jurisdiction 50:19
jurisdictions 120:4
justice 46:6 49:24 95:4 101:24 103:1 103:11,20 105:5,16 126:12

k

k 45:20,21 46:1 49:10,14
katherine 2:4 18:19
keep 50:2 74:25 96:14 104:10
keeping 96:20
kent 2:9
kind 57:5
know 12:16 15:3,4 18:22 19:14 24:7 25:11 27:6 30:12 33:1,1 33:19 34:6,10 34:10 40:12 42:1,3,6 47:8 47:23 49:2 50:14 53:24,25 55:6,17 56:6 56:14,15 58:2 60:20,24,24 61:14 66:13,18 68:3,16,17 69:22,24,25 70:3 71:5,24 72:8 73:22 74:1,4,6 79:10 81:19 84:15 98:22,23 99:16 100:15 104:5 107:18 110:20 115:23 116:7 121:22,24 123:19 124:2,9 124:20
knowing 121:6 121:10,18 122:12 123:16
knowledge 45:3 59:18 64:16 65:1,3 68:15 69:23 72:7 73:22 75:9 76:18 77:24 79:7,9 80:14 81:17 121:15 123:20 125:1,3,4,7,9 125:11,12,15 125:16,19,21 125:25 126:3,5 126:9
known 53:25
knows 61:10,22 62:1
korea 8:15 63:22 74:11,21 92:21 93:1 120:21 125:10
kowalyk 2:13 129:3,21
kumbhare 2:3 3:3 12:3,6 13:12,23 15:24 16:4 18:21 19:8,13,17 22:7,24 24:19 25:2,15 27:17 27:21 28:1,17 32:1,14 35:13 35:18 36:2,10 36:18,23 38:6 38:12,15 39:15 39:22 40:7 42:9,14 43:24 44:13,16 46:9 46:13 47:10 50:1 55:14,19 55:25 56:9 61:15 62:5,19 63:5,17 65:5 65:11 68:22 70:10 71:2,10 72:12 75:15,18 78:7 82:4,11 82:15 83:2,8 83:12,21 84:7 84:13,23 85:6 85:14,23 86:7 86:16,24 87:6 87:15,23 88:7 88:15,23 89:7 89:16,25 90:8 90:16,24 91:8 91:16,25 92:10 92:19 93:4,12 93:21 94:5,14 95:11,16,20 96:4,8,12 97:12,16,18 99:19 100:14 100:24 103:24 104:12,24

105:23 106:3 107:8,12,17,25 108:9,18,23 109:4,9,14,19 109:23 110:2,6 110:10,19 111:2,6,9,23 112:2,23 113:6 114:2,9,13 115:1,11,13,21 116:8,13,15,20 116:23 117:3,7 117:18,21 118:21 119:6 119:15,22 120:13

l

landmark 7:3 89:19,24
language 14:2 14:14,20 20:3
laura 1:23 3:2 4:5,7 12:2 13:22 23:22 83:16,19
laws 50:11
lawsuit 101:25
lay 13:11
leading 25:6 26:21 27:23
leanne 2:13 129:3,21
learn 123:3
left 122:22
legal 1:23 126:3 129:20
leger 11:5,11 11:16,19 111:11 112:10 113:15 115:7 117:1,4,12,17 118:12 126:16 126:25 127:5,9 127:12,23
leger's 111:16
letter 105:21
lettered 94:25
letting 18:21 19:14
level 31:15 43:1 43:4 45:12 46:18 47:22 54:2 58:16
li 2:10 36:15 122:17 126:23 127:11
liberty 62:22
likely 39:24 113:20 123:23
limited 124:4 125:19
link 101:15
linked 66:6 101:11 102:24
linkedin 4:4 13:16,18,21 14:23 16:17 25:4,18 26:23 28:15
lira 9:3 51:21 52:20 78:10,22 80:19 93:24 94:4
list 3:6 4:10 14:22 33:13,24 50:3 51:19 83:4,23 120:9
listed 16:17 25:3,4 76:4 113:18 123:24
lists 37:15
literature 14:2 14:14,20 20:3
little 13:14,25 14:10 17:21 22:9 36:25 50:10 62:10 95:5 100:18,19 102:9 125:24
live 70:18
lived 125:25 126:2
llc 1:8,19 2:10
london 45:25 95:24
long 15:4
longer 21:11
look 32:20 33:7 33:19 37:8 100:12 107:7
looking 23:16 33:3 42:21 99:24 100:13 101:16,19 114:4
lose 44:7
loses 4:20,24 6:22 84:17,20 84:25 85:3 89:9,14
lot 63:2 124:5
lower 24:23

m

m'mm 40:22 126:19
madam 13:17 15:10 82:17 83:15 116:16
made 23:22 34:24 35:7 95:12 105:22 129:10
magic 33:2
magnitude 50:20
mail 124:23
make 17:2 22:9 24:4 30:13 31:20 42:20 43:25 44:7 46:7 59:9 96:9 115:21,23
maker 66:4
makes 97:13
manage 30:17 31:1 32:8,8
management 30:4 31:9,13

manager 17:25 20:8,15,21 22:14
managers 31:15
manages 32:2,5
mantra 33:3
march 48:7 77:6 86:7 93:12 122:11
mark 82:19,23 83:13 84:6,16 84:23 85:6,14 85:23 86:7,24 108:8,14,18 110:22 115:15 123:11 127:2 127:20
marked 12:23 13:18 45:22 49:11 94:25 95:7 108:11 120:8,14
market 5:14 6:7 31:4,6 42:3 42:8 48:12 51:1 53:5 86:11,15 88:1 88:6 98:25 103:3 111:16
marketers 33:8
marketing 15:1 15:6,14,16 16:21 17:4,25 18:16 20:14 21:5 22:15 23:1,13 25:20 26:1,3,4,6,8,12 26:16,19,22,24 26:25 27:3,3 27:10 28:22 29:2,6,7,8,11 29:18,20,21,23 30:8,11,14,20 32:3,9,22,24 33:2,5,11,20 34:11 50:11 60:24 97:7 98:5 111:19 126:1
marketplace 30:22 33:8 61:2 101:17 102:13 111:18 119:1
marking 82:17 110:18
masters 14:1,8 14:17 16:23 18:6,8,12 19:20
masthead 102:14
material 63:7,8
materially 24:9
materials 36:6
matter 1:4,7,11 28:14,19
mcmaster 14:4
mean 15:2,22 15:25 28:14 31:13 32:18 41:22 52:7 61:6 62:6 68:7 112:25 114:3 115:22 118:16 118:17
means 103:19 104:2 114:5,24
meant 3:7
measures 105:9
media 4:12 15:8 20:14,21 21:16 23:7,23 25:10,18 83:6 83:25 120:11 120:25 121:23
mediaworks 21:12 22:10
member 34:12
members 98:5
memory 24:2 47:5
mention 108:2 111:14
mentioned 12:20
merger 95:25
message 19:12
messages 18:19
methodologi... 113:3
milan 58:2
million 5:9,21 6:6 8:2,20,24 9:3,6,10 46:16 47:2 50:5,6 51:8,21,22 52:7,19,20 53:5,19,19 54:15,15,23 56:23,24 57:17 57:18 58:14,15 59:7,7,25,25 63:21 65:14,15 66:4,5,24,25 68:25 69:11 70:14 72:16 73:11 74:10 75:21 76:7,22 76:23 77:11 78:10,10,22 79:14 80:3,19 80:19 81:7 86:1,5 87:1,5 88:1,5 91:19 91:23 93:7,11 93:15,20,24 94:4,8,12,17,21
mind 16:6 82:21 119:7
minnesota 102:18,19
minute 95:17 119:8,10
minutes 36:11 37:22 119:12

misheard 112:3
missed 33:16
missing 46:3
mistake 21:1
mistaken 62:20 108:15 112:14
misunderstand 24:5
mln 5:24 6:3 7:6,10,22 8:6 8:15 52:6 60:12 64:8 67:24 71:19 74:22 87:8,13 87:18,22 90:2 90:6,10,14 91:10,14 92:2 92:7,22 93:2
mobile 43:20
mobility 57:19
models 124:4
moment 100:11 102:6 107:6,9
monday 59:6
monitor 32:15 32:19
monitoring 29:25
morning 12:4
moscow 79:15
move 23:22 25:14,16 27:20 28:20 34:15 45:15,17 46:11 49:7 62:9 63:17,18 64:19 65:11 66:22 79:12 95:13 99:19 106:3 110:23 112:25
moved 20:7 96:10 124:3
moves 4:8 83:16,20
moving 50:3

n

n 1:15 2:1 3:1 3:12 129:3,21
nail 29:4
name 12:6 21:10 22:6 82:25
nanterre 20:1
nearly 43:18
necessarily 24:6 27:7 33:10 53:24 99:3
need 35:24 54:9 54:10 65:23 100:14 102:11 107:13
needed 22:6 83:13
needs 30:24 33:5
negative 34:1
neither 67:10
network 21:5 22:11
never 62:3
new 23:24 24:21 35:8
news 34:18 41:11 42:11 44:22 47:12 48:17 51:12 52:11 53:11 55:2,4,22 56:16 57:5,25 58:4 59:15,16 64:13,17 65:2 66:11,14,21 67:9 68:6,9,17 69:16,18,24 70:5,23 72:1,8 73:17,23,25 75:2,5,10 76:12 77:17,20 78:2 79:3,11 80:9 81:13,20 95:24 96:14,17 96:17,21,24,25 119:3 123:18 124:2,10
newsletter 67:15,18 68:8
newspaper 20:24
notably 57:2 121:15
note 110:15
noted 3:11,16 3:20
notes 129:14
notice 108:3
noting 42:5
notwithstandi... 118:18
november 18:3 20:10,11,17 23:3 52:25 65:22 87:23 90:16,24 113:9
nuance 62:16
number 4:3 28:13,19 45:16 45:18,18 46:11 47:19 49:7 50:3 51:19 52:18 63:19 70:12 72:14 74:3 79:13 83:1 104:4 105:1,9 120:2 121:3 122:6,8 122:9,10 123:4 123:23

o

oath 129:8
object 84:4 106:1
objecting 63:14
objection 110:15
objections 129:10
obligation 35:24

obtained 108:12
obviously 26:18 35:7 84:3
occur 57:2
occurred 38:19 121:16
october 23:4,17 71:15 72:24 91:25 92:10
official 2:14 129:3
oh 41:22 83:12 102:12 112:2 126:21
okay 12:20 13:2 16:2 17:20 19:13,16 20:6 21:21 22:8,18 27:17 29:24 30:16 33:12 34:15 36:17,23,25 37:5,12 38:3 40:7 41:16 42:25 43:6,24 45:5 58:5 59:23 60:8 64:19 71:12 72:12 74:8 75:12 77:3 79:12 80:17 81:21 82:15 83:12,14 84:7 96:8 97:2,12 97:19 102:8,12 102:21 103:6 104:12 107:8 107:17,23 111:2 113:12 113:17,22 115:12 116:14 117:20 121:1 121:17 123:11 124:16 126:14
omitted 26:15
once 30:25
online 1:9 5:14 20:21,23,24 22:14 23:17 41:6 48:11 54:17 56:3,12 86:10,15 121:4 122:6,11,13 123:22
ontario 106:17
opaque 5:25 87:9,14
open 101:15
openai's 104:19
operate 35:1
operates 123:6
operating 43:20
operative 49:14
opinion 73:24
opportunity 101:1
opposed 19:3
order 31:20 35:23
orders 1:12 8:11 92:12,17
organization 29:18,21,23 30:11 95:25 96:1
organizations 15:7 124:2
originally 27:8
ought 62:16
outlets 64:17 66:14 72:9 73:23 75:5 81:20
outside 57:2,5 70:24 120:4,18 124:8
overturned 49:18
own 32:22

p

p 2:1,1
p.m. 95:19 119:13,14 128:3
package 37:22
page 3:2 4:3,4 13:16,18,21 22:10 37:6 46:1 67:9,12 100:7,10 101:2 105:20 107:4 107:10,14 108:3
pages 3:12,16 3:21
pan 2:6
paragraph 24:18 25:3 26:17 29:1 40:23,25 43:14 43:14 44:12,20 54:10,12 57:14 57:15 59:2 65:24 73:2,3 97:2 98:9 101:2 103:18 105:3,13 108:5 111:3,10,15
paragraphs 102:4,7,10,23
pardon 19:3
paris 18:13 20:1 56:8 59:17
part 12:13 18:12 29:17 31:19 36:5,6 37:21 46:8 96:23 100:22 112:9 115:14 124:7
participants 1:24
participated 18:11

particular 64:16 103:18 110:14 125:1,8
particularly 112:24 114:3
party 8:11 73:7 92:13,17
past 63:12 70:2
pattern 58:11 59:14
payment 73:7
payments 8:12 92:13,18
pearce 1:23 3:2 4:5,8 12:2,4 13:3,7,14,22,24 15:9 16:16 23:16,22 24:12 25:19 27:12 37:1 38:21 42:16 46:14 47:20 50:4 56:4,22 59:24 60:5 62:12 63:20 65:13 67:13 72:15 81:11 83:16,19 96:13 97:22 99:23 105:1,11 111:4 117:23 119:25 128:1
pearce's 13:15 13:18
penalties 9:7 17:17 80:4 94:9,13
pending 46:7 49:25
people 37:14
perceptions 119:4
perfect 12:20 19:13 36:25 116:8
performance 97:5,10,18,20 111:18
period 22:5 113:8,9
person 60:24 110:25 126:1
personally 124:17,20
phrase 15:21
phrasing 118:14
pick 95:2
picked 55:5 56:7,15 59:18 66:14 68:18 75:5 77:19 79:11 81:20
pierce's 83:14
pipeda 50:13
place 129:6
places 124:3
planning 30:12 31:20
platform 1:24 8:8,16 71:21 74:23 92:4,9 92:23 93:3
played 25:10
players 33:9
please 12:16 13:15 22:23 23:14 25:17 40:15,24 42:16 43:7,23 44:18 46:21 47:1,18 48:2 51:19,24 54:4 57:13 58:20 59:3 60:3 66:23 67:6,21 69:3 71:12 72:19 73:2 74:13 75:24 77:4 78:13 79:18 80:23 81:22 82:19 99:22 100:7,8,15,18 101:15 102:3,5 102:9 103:6 106:14 107:2,3 107:4,13,20 117:8 119:23 122:8
point 19:7 61:6 108:10 114:1 114:15
popular 104:19
portal 20:24
position 6:7,15 21:24,25 22:2 23:9 26:7,11 26:15 28:21 53:5 88:1,6,18 88:22 95:6,12 103:9
positions 21:18 22:13
possible 105:24
posted 121:4
postmedia 21:4 21:17 22:11,19
potential 121:19
potentially 96:19
practices 7:2 66:6 73:12 89:19,23
precise 28:13 28:18 99:7,10
predated 41:16
predates 48:22
preparation 39:18 40:4 80:15
prepared 37:9 37:11,14 40:3 68:15 77:25 79:8 81:18 84:6 100:20,22 110:23
preparing 30:8 38:11,13
present 4:12 83:5,25 108:13

113:14 115:4 117:25 120:10
president 23:10 24:21
press 34:6 55:6 58:3 59:19 68:19 98:22 106:11,15,16
presumably 38:10 39:13 40:9 55:23
pretty 63:15
previous 9:7 34:23 80:3 94:8,13 120:2
pricing 31:22 31:23,25 32:1 32:10
primarily 30:7 33:15
primary 29:5
privacy 5:10 46:15,17 47:2 50:11,23 53:20 54:13 66:25 86:1,5
probably 104:3
proceed 19:11 35:10,10,19 116:4 119:17
proceeding 60:21
proceedings 62:2 129:5
process 31:19 63:3,11
processing 73:8
product 20:8
products 32:2,5 32:8,9,10,12 33:4
profession 98:6
professionals 97:7 111:19
profile 4:4 13:16,18,21 14:23 16:18 22:23 24:12 25:4,18 26:23 28:15
program 18:12 19:19
properly 94:25 95:7
property 76:24
proposing 115:15
prospective 121:19
prove 55:17 61:7
provide 30:6,19 124:6,11
provided 36:5 106:11 115:13
public 12:14 41:11 44:22 47:12 48:17 51:12 52:11 53:11 55:2,4 57:25 58:4 59:15,16 65:2 66:21 68:6,9 68:17 69:16,18 69:24 70:5 72:1 73:16 75:2,10 76:12 77:17 78:1 79:3 80:9 81:12 102:18 102:19
publication 16:24 56:6 102:19 112:20 112:22
publications 16:17,18 17:4 17:8,13,17 119:3
publicity 34:1
publicly 55:22 55:23 56:1,2 56:12 64:13 66:11,12 108:12
publish 102:17
published 56:7 59:17 106:8 114:7 119:3 126:16 127:9 127:10
publisher 101:17
publishers 124:8
publishing 74:2
publishings 17:1
pull 116:18 117:8 119:20 120:7 122:16 122:17 126:23 127:11
punch 104:18
purchase 123:21
purport 24:15
purpose 3:8
purposes 35:12 37:15,24 63:8 95:1 116:5
pursuant 1:12
purview 32:3
put 16:3 34:16 46:1 76:18 129:7
putting 61:20 62:11 66:20

q

qualcomm 5:18 86:19,23
quality 125:1,5 125:9,13,17,22 126:6,10
question 15:10 15:11,12 16:3 27:12,13,16 35:9,17,19

36:22 38:2,5,7 38:20 39:10,14 39:19 42:16,24 44:11 55:20,21 55:24 56:5,10 58:12 63:16 65:7 82:2,10 97:21 99:7,10 99:15,17 104:25 105:12 105:12 106:1 122:4 124:17
questioning 61:19 62:4 63:9
questions 3:11 3:15,20 61:5 62:13 63:12 68:4 71:25 73:15 75:1 95:22 119:10 119:16 121:2 128:2
quick 34:20
quickly 112:17 112:25
quite 28:19 36:4 63:10

r

r 2:1 3:20 99:14 105:25
radio 102:18 102:19
ran 20:23
ranking 11:10 98:15,19 99:11 103:21 105:2 105:16 112:6 112:11 117:11 117:16,24 118:19
rankings 11:7 115:8 117:2,6
rcr 2:13 129:21
reach 124:5
read 15:11 23:20 24:17 42:4 44:11,15 48:14 49:15 102:6 103:4 104:10 105:4 105:14,20 107:9,16,24 121:7,12,20 122:13 123:23
reading 103:17 105:8,13 107:14
reads 54:12 66:9 68:2 101:9
really 21:9 28:19 33:3 39:19 66:18 127:8
realtime 129:22
reason 18:20 41:13 44:24 45:3 47:14 48:19 51:15 52:14 53:13 56:18 58:5,8 59:20 60:9,15 61:12 64:20 65:6 66:16 68:12 69:20 72:3 73:19 74:3 75:6 76:15 77:21 79:5 80:12 81:15 114:5
recall 42:4 113:20 119:25 120:15,16,17 121:2
receive 30:10 36:8
received 36:10 36:14
recent 45:20 49:10
recessed 95:18 119:13
recollection 42:5
record 5:2 12:14 41:3 43:17 44:1,3 46:8 85:8,12 95:21 104:11 116:19 122:21
recorded 129:11
reduced 45:9
refer 29:1 97:24
reference 37:18 82:12 103:13 111:11
referenced 36:19 103:16
referencing 42:22,23 104:10
referred 35:25 113:25 121:3,8 122:6 124:25
referring 21:15 27:2 32:6 49:9 124:12
reflect 22:6
reflected 21:11 21:13,17 62:16
reflection 24:6
refresh 24:2 47:5
refusals 3:7,19
refused 3:20
regarded 98:5
regular 31:19
regulator 7:14 46:16 53:20 57:16 66:2 90:18,22
regulators 5:3 5:13 43:16 44:5 48:10 85:9,13 86:9

86:14
regulatory 17:18
rejects 7:18 91:1,6
relating 1:8
release 106:12 106:15,16
released 106:24
reliability 95:10 125:2,5 125:9,13,17,22 126:6,10
reliable 73:25 97:4,25
remained 18:17
remains 46:6 49:25
removed 83:7 120:12
rendition 106:24
repeat 96:15 97:21
rephrasing 39:9
report 30:21 31:7,16 98:20 100:20 111:3 111:11 112:10 112:12 113:1 113:18,20 114:7
reported 2:13 4:12 24:14 40:11 41:11 42:11 44:22,25 47:12 48:17 51:16 52:11 53:11 55:2 58:3 64:13 68:5,8 69:16 73:16 74:6 75:2 76:12 79:3 80:9 81:12 83:6,25 120:11,24
reporter 2:14 13:17 15:11 82:17,25 83:10 83:15 108:16 116:10,14,16 129:4,22
reporter's 129:1
reporting 30:3 31:10 48:20 59:21 60:16 72:4,7 76:15 77:22 78:1 81:16 83:13
reports 30:6 74:4 114:12,17 114:20,24,25 115:2
reputable 16:19
reputation 11:6 11:20 15:18 16:7 17:9 104:5 111:11 112:10 115:7 117:1,5 127:14 127:24
request 30:5
requests 3:11 3:15,20
require 34:9
required 30:21
requirement 123:21
requirements 30:24
research 49:15 111:16
reservation 84:5
reserve 95:3
respect 31:8 34:20 35:7 62:25 99:14,17
respectfully 15:9 24:19 27:11 55:16 105:11
responded 99:1
respondents 1:20
responsibilities 29:5 96:24
responsibility 27:6
responsible 29:24 30:2,8 33:15
rest 30:3
restrict 73:6
result 98:16 99:12 118:9,14
results 31:18 99:22,23 100:5 100:23 103:7 111:16 112:5 113:13 114:19 115:2,24 117:23
resumed 95:19 119:14
returned 18:14
reuters 11:13 46:22 51:4 52:2,23 54:5 55:5,9,11,12 56:7 57:8 58:4 58:22,24 60:5 61:13 64:1 65:1,18 66:21 67:14,17,19 68:9,16 69:4 69:17,23 71:13 72:21 73:24 74:4,14 75:10 75:25 77:4 78:1,14 79:20 80:24 85:15,24 86:17,25 87:7 87:16,24 88:8 88:16,24 89:8 89:17,25 90:9 90:17,25 91:9

91:17 92:1,11 92:20 93:5,13 93:22 94:6,15 95:24 121:4,8 121:13 122:18 122:22,24 123:6,13,18,22 124:13,18,21
reuters.com 123:5
reveals 106:19
revenue 59:11
review 101:1 102:3
reviewed 31:20 118:25
reviews 30:6
right 16:1 20:22 22:3 23:7 25:7 28:1 28:19 29:25 31:5 35:13,14 35:18 36:21 37:18 38:1,12 44:13 47:17 51:18 52:17 53:16 55:19 58:10,19 62:6 62:24 66:22 67:5 68:11 71:2 75:15 82:22 83:14 95:11,13 99:19 100:2 102:20 103:25 106:3 106:10 111:1,8 113:19 114:2,9 116:13,23 117:3,19 119:6 122:23 127:2 127:20
rights 95:3
rivals 43:21
role 23:24 24:9 24:16,21 25:10 27:6,19 29:7 29:17 70:21,24
roles 15:6 27:3 27:4,14 29:5
roughly 41:4
row 7:7 42:24 60:13 90:3,7
rsc 1:4
rubles 68:24,25 75:20 79:14
rule 5:10 47:2 86:1,6
rules 4:17 5:25 6:11 8:3 41:6 54:17,24 69:12 84:12 87:10,14 88:10,14 91:20 91:24
ruling 4:21 84:18,21
rupees 70:14 71:4
russia 8:1 69:1 69:10 75:22 79:15 91:18,22 120:22 125:2
russian 8:18 9:5 68:25 75:20 76:6 79:14 80:2 93:6,9 94:7,11
rydel 2:4 18:22 19:1
rydel's 18:19

s

s 2:1 37:19
s.korea 7:9 64:8 90:10,13
sake 110:20 127:21
sanctions 17:18
sanjay 2:3 12:6
save 49:3
saw 98:22
saying 24:24 44:9
says 14:1,7 23:21 24:20 26:19 41:8 43:15 44:20 46:3 49:15 54:19 57:15 59:4 60:11 67:13 70:4 101:5 104:11 115:6 122:23
scheduled 62:21
scope 27:8,9 70:21
screen 18:20 19:2,2,10 34:17,24 100:13 113:15 113:16 115:6 116:19 120:7 122:17
scroll 17:22 22:22 44:10 100:7,17,18 102:5,8 105:7 107:19,20 122:7
scrolling 82:21
scrutiny 101:7 104:16
search 103:2,11 105:5,16 124:15
searches 9:3 78:23 93:25 94:4
second 100:12 122:8
seconds 25:8
section 1:13 16:17 26:18 42:20 113:3,7
see 14:9 15:3 16:16 19:6,9 23:18 25:1 29:4 32:16 33:8 36:3 37:18 43:12 44:19 46:24

48:8 51:10 52:3,8 53:8 54:19 57:22 59:12 60:7,14 63:1 67:8 69:5 69:8,13 70:3 71:17,23 72:25 73:13 74:18,24 76:9 77:14 78:19,25 79:25 80:6 81:3,9 101:13,22 102:2 105:8 113:5,7,8,10,11 113:15,16,22 119:9 122:19 127:12,17,18
seeing 18:5 19:6 37:7
seem 62:25
seems 35:8
seen 35:9 36:1 37:20 47:6 61:21 62:3 110:24 115:19
senior 20:14
sense 97:13
sent 37:22 67:19
sentence 23:21 41:24 46:2 49:14 67:12 104:23
separate 27:4 27:13
september 42:21 49:17 64:3 84:24 85:15 86:16 90:8 101:20
series 62:17
service 41:7 69:1 75:21 123:7,18
services 1:9 73:8
sessions 40:4
set 24:16 29:18 29:20,22 31:22 31:23 50:24 120:2 129:6
setback 5:18 86:19,22
setting 32:10
settlement 59:5
seven 27:20
several 64:19 121:1
share 97:7 111:20
sharing 19:2
shopping 41:7
shorthand 129:14
show 102:14
showed 116:22
showing 61:11
shown 110:15 123:8
shows 117:23 118:2
sic 97:5
sight 44:8
sign 13:7 122:25
signature 129:19
significant 95:2 111:17
similar 42:16 111:15
simply 61:13 62:13 63:15
sir 62:10
sitting 39:15,25 51:14 52:13 64:20
situate 114:4
six 27:20 122:14
slapped 41:2
slaps 8:12 92:13,18
small 21:22 26:22 40:20 97:9
solutions 1:23 129:20
song 80:8
soon 63:15
sorry 17:13 18:18 21:22 27:15 41:22 42:19 46:25 58:13 67:11 96:15 108:7 111:6,23 112:2 114:18 116:10
sort 33:2 62:11 114:25 119:9
sorts 62:12
source 35:25 37:19,25 41:11 42:11 44:22 47:12 48:17 51:12 52:11 53:11 55:2,4 55:22 57:25 58:4 59:15,17 64:13 65:2 66:11,21 67:9 68:6,10,17 69:16,18,24 70:5 72:1 73:17,25 75:3 75:10 76:12 77:17 78:2 79:3 80:10 81:13 97:4,25
sources 56:16 77:20 79:11
south 8:14 74:21 92:21 93:1 120:21
space 33:9
speak 17:21 34:25
specific 16:20 17:3 38:20,21

38:24,25 39:11 39:20 40:1,10 40:13 42:5 45:2 47:24,25 48:1 49:5 58:2 61:4 65:7 66:19 67:3 68:14 72:7 75:8 76:17 77:1 105:10 121:14 126:3
specifically 33:10 39:5 42:4 43:5 50:15 71:7,8 72:18 102:13 103:14 106:10 111:14 115:3
specifics 38:18 45:14 46:19,20 50:9 53:23,25 54:3 57:4,7 58:17,20 67:3 74:5 76:19
spend 30:14 31:17
spending 24:25
spent 15:5 18:13 42:1 61:3
spinning 62:25 63:2
spot 104:21
squeeze 43:21
start 13:13,24 16:22 36:11 37:4,22 39:21 39:23 63:14 82:24 83:15
started 17:24 41:18 95:21
starting 37:17
stated 96:22 98:12
statement 59:13 95:24 96:5 101:11
states 65:25 73:4 74:20
status 99:4
stay 46:25 104:21
stenographic... 129:11
story 58:2 64:16 68:18
straight 30:17 50:18 98:11
strategies 29:8 29:11 31:23 32:22,24
strategy 21:6 22:16 23:10,25 24:21 32:10 33:5,11
structure 21:9 30:23
student 126:2
studies 111:16
study 9:15,19 9:23 10:3,7,11 10:15,19,23 11:3,6,11 98:1 98:3,13,16,25 99:12,25 100:1 100:3,6,10 102:25 103:22 105:2,15,17 106:4,6,12,24 107:3,4 108:12 108:13,19,22 109:3,8,13,18 109:22 110:1,5 110:9,13 111:15 112:15 113:14 115:8 115:25 117:2,5 117:12,17 119:4 126:16 126:23,25 127:10,11
study's 103:8
subject 29:22 35:14 82:5 84:5 115:25
submitted 31:18
subscribe 123:17
subscriber 123:9
subscription 11:14 122:18 123:2,5,6,14,21 124:4,18,21,23
subscriptions 123:3
subsequent 77:25
subsequently 18:15 26:4 39:5 46:4 70:1 74:6
subtract 113:24
suggested 34:25
suggesting 56:14 70:22 71:3
suggestion 55:13,14,18
suing 73:7
summary 114:25 115:1
super 33:19
supply 1:8
sure 18:20,23 22:9 24:24 32:4,5 39:22 42:20 43:25 44:7 46:7 60:19 68:7 96:9,11 99:2 102:16 104:3 114:23 120:24
surprising 118:24

suspect 14:8 34:25
switched 28:9
swore 126:17
sworn 12:9
syme 2:8
syndicated 11:6 115:7 117:1,5
system 43:21 57:21 125:2,5 125:10,13,17 125:22 126:4,6

t

t 1:15 3:11
take 21:23 26:4 35:3 36:21 52:7 82:2,9 95:14 100:11 102:6 107:9 115:22 116:6 119:8,12
taken 3:15 38:1 129:6,14
takes 11:20 78:9 127:14,24
talk 13:3,5 34:20 45:7,18 124:24
talked 30:25
talking 13:13 13:25 19:18
tangentially 121:24
team 30:4 34:5 34:7,13 96:23
teams 30:21 31:9,13
tech 6:23 44:6 44:9 57:20 59:8 89:11,15
technology 1:9
tell 35:15 43:3 47:24 104:20
ten 11:6 25:12 25:13 28:16 112:5 115:3,8 117:2,5,24 118:4,11,15
terms 95:9
terribly 110:17
testified 61:9
testimony 129:9
text 68:1 124:7
thank 13:12 15:17 17:20,23 19:8,15 21:1 21:21 22:18,23 22:24 33:12 38:3 40:7 46:9 46:10 50:1 54:25 60:8 65:23 66:22 68:11 71:11 75:16 77:3 84:8 96:8,8 97:12,19 100:16,25 102:5 103:6 104:24 107:11 107:19,21,23 107:24 108:10 111:2 112:13 113:12 116:8 116:15 118:21
thanks 18:21 53:17 60:9 107:16
thesis 16:23
thing 62:11 69:25 107:24 114:14
things 29:15 37:16 38:19 47:23 70:20 99:2 104:7 115:21,24 124:5
think 18:22 19:1,10 24:3 39:2 40:12 42:25 47:19 50:9 51:23 52:21 54:2 55:11 57:1 58:11 61:14 67:18 68:3 70:12,16 71:24 75:15 78:8 79:12 83:10,12 95:5,12 99:6 99:14 103:12 104:6 108:14 118:13,16,23 119:6 124:22
third 8:11 73:7 92:13,17
thomson 2:9 3:4 13:10,12 13:20 15:20,25 16:2,6 18:18 18:22,23 19:5 19:9,12,15,16 21:22 22:1,22 24:15,20,23 25:7,13 27:15 27:18,22,24 28:13,18 31:25 32:4 35:6,14 35:23 36:8,13 36:17,21 37:13 38:4,10 39:13 39:17 40:2,8 41:24 42:13 43:22,25 44:14 45:17 46:10,12 47:6 49:2,8 50:2 55:11,15 55:23 56:4 60:18 61:6,16 61:19 62:6,8 62:20,24 63:10 64:23 65:9 68:20 70:6,25 72:10 75:13,16 75:17 78:3 81:25 82:9,24 84:2,14 94:23

95:14,22 96:1 96:3,6,11 97:9 97:13,15,17 99:14 100:11 100:16 103:23 104:8,13 105:18,25 107:6,21 108:7 108:10 110:14 110:24 111:5,7 111:8,23,25 112:19 113:5 113:23 114:6 114:11,23 115:5,12,17 116:3,9,17,21 116:24 117:20 118:13 119:12 119:18,19,24 123:11,15 127:2,7,20 128:1
thoroughness 58:12
thought 103:8 103:15 104:9
three 18:17 102:4,7,10,23
thursday 54:21
time 15:4 24:25 25:6 26:25 35:2 37:17,17 39:7 44:1 51:2 59:8 60:4 63:25,25 70:8 74:19 77:20 80:22 81:11 103:15 104:5 104:20 119:5 120:23 129:6,7 129:10
times 28:10 38:19 64:19 74:3 81:24 82:7 95:12
title 4:13 24:5 24:16 25:10 44:2 47:1 48:9 51:10 54:9 57:12 60:4,10 64:10 65:24 67:21,22 69:9 69:13 71:23 73:1 74:19,24 76:9 77:14 78:20,25 80:1 80:6 81:5,10 83:7 84:1,4 100:5 102:2 106:18,22 112:12 120:12
titled 4:7,10,15 4:19,23 5:1,5,8 5:12,16,20,23 6:1,5,9,13,17 6:21 7:1,5,9,13 7:17,21 8:1,5 8:10,14,18,22 9:1,5,9 11:5,9 11:13,16,19 52:4 53:3 64:7 71:18 76:5 77:9 83:3,16 83:19,23 84:10 84:20 85:3,11 85:20 86:4,13 86:21 87:4,12 87:20 88:4,12 88:20 89:4,13 89:22 90:5,13 90:21 91:5,13 91:22 92:6,16 93:1,9,18 94:2 94:11,20 101:23 117:4 117:15 123:13 127:5,23
today 24:11 38:11,14 39:16 39:25 51:14 52:13 62:21 64:21 97:8,22 111:21
today's 12:8,12
together 14:10 34:8,18 66:20 76:18
told 19:22 27:24
took 120:1 126:14
top 11:6 31:15 43:23 67:12 71:5 82:21 98:6 100:8 104:21 107:4 115:8 117:2,5 118:4,11,15 122:22
topics 74:7
toronto 55:10 106:16
totally 33:14 70:10
track 31:16,17 96:14,21,24
trackers 54:18
trade 63:22 74:11
trader 20:13
traditional 15:7
transcribed 129:12
transcript 12:12,13 129:14
transitioned 22:13
tribunal 1:2 95:5
trims 5:7 85:17 85:22
trip 51:20
trouble 49:3
true 129:13
trust 104:15
truth 61:7
try 13:2 39:9 55:16 99:7

trying 25:5 27:22 61:7 62:9 63:3 114:6
tuesday 73:10
tuned 104:22
turkey 6:5,13 9:1 53:4 78:21 87:25 88:4,17 88:20 93:23 94:2
turkey's 9:9 81:6 94:16,20
turkish 6:1 51:21,22 52:5 52:18 54:1 78:11 80:19 87:17,20
turkiye 51:20 78:9 120:21 125:6
turn 25:9 27:19
turns 60:19
twitter 25:20 26:1,12,16,19 26:23,24 27:19 27:25 51:2
two 18:13 19:20 21:18 27:4,13,13 29:14 33:2 45:23 71:24 73:15 75:1 96:16 99:2
type 102:15
types 70:20

u

u 3:11,16 36:21 81:25 82:9
u.s. 57:20 59:8 73:10 104:16
unable 61:16 61:17
uncertain 101:5
unclear 119:2
under 3:15 32:2 35:1 36:22 38:2 49:14 82:2,10 129:7
undergrad 14:11,13,22
underlying 62:2
understand 12:11 26:20 95:6 126:16
understanding 32:25 36:19 96:7 97:6 106:23
undertake 30:13
undertaken 3:11
undertakings 3:6,10
underwent 21:8,16
union 37:2 38:9 38:22 39:12 42:18 43:16 47:21 50:12 126:7,12
union's 41:1
universit 20:1
university 14:5 15:6,15,22,25 18:14,16
unpack 22:8 99:21
upheld 45:8
upholds 5:24 87:8,13
use 7:15 31:1 32:21 66:7 90:19,23
used 97:4
user 32:25 33:1 33:3 66:7
using 15:21 33:10 35:20 43:20
utility 61:20 62:10 63:15

v

value 95:8
variety 46:2
various 32:1,12 34:11 123:24
verification 82:5
verify 35:3
verifying 115:25
veritext 1:23 129:20
versed 53:23
version 9:13,17 9:21 10:1,5,9 10:13,17,21 11:1 107:3 108:19,20,23 109:1,4,6,9,11 109:14,16,20 109:24 110:3,7 110:11
versus 53:25
vice 23:10 24:21
view 97:3,8 111:16,20
virtual 1:23 13:4
virtually 1:25 94:24
vp 23:13,25

w

w 1:15
want 12:21 19:5 42:20 43:25 44:7,10 107:9 108:8 111:24
wanted 96:9
warning 63:14

watchdog 6:10 7:19 8:7,23 41:2 54:13 71:20 77:10 88:9,13 91:2,7 92:3,8 93:14 93:19
watching 34:22
way 12:23 24:24 60:21 61:25 63:4,11 64:24 65:10 68:21 70:7 72:11 75:14 76:20 78:4,6 99:16 121:6,10 121:18 122:1 122:12 123:16 127:9
we've 19:14 30:25 33:13 37:23 39:17 73:21 75:10 96:22
web 101:17
webpage 4:7 83:16,19
website 83:13 101:16
wednesday 43:19
week 45:24 49:13
weight 111:17
welcome 75:17
went 20:13 22:19 23:6 68:8
whatsoever 24:25
wheel 63:2
wheels 63:1
widely 120:24 121:23
wildly 104:19
wins 5:17 86:18 86:21
witness 3:2 13:8,11 44:17 61:9,21 62:11 62:12 63:13 95:9 110:16 129:7,9
witnesses 46:2
won 63:21 74:10
words 96:16 105:20 113:23
work 26:6 34:7 34:8,10 50:20 50:23 70:18 71:6 82:16 119:11
worked 26:21 26:23 61:3 121:16
working 18:13 39:6 98:24
works 63:11
world 50:16 71:1 96:18
world's 110:25
wrap 119:10
wrapped 82:3
write 100:19,21 100:21 103:13
written 57:22 73:14 104:1
wrong 61:13
wrote 24:8

x

x 3:1

y

yeah 15:25 19:5,9 27:24 32:7 35:6 53:8 55:15 95:16 100:5 107:8,15 107:23 110:19 112:24 113:5 113:19 114:2,3 116:3,23 117:3 117:19 118:1 119:22
year 14:10,16 31:17 45:21 49:11 79:16 80:20 81:24 82:7 100:3 106:7 112:16 113:21,24,25 114:10
years 14:8 18:13,17 19:20 25:11,13 27:20 28:9 39:3 70:19 98:4,10 99:5 113:24 118:5 122:14 126:1
younger 46:1 49:13

z

zember 45:24 49:13
zoom 1:24 36:24 40:20 100:14 107:13

Exhibit 1 to the Cross-Examination of Laura Pearce

Contact

www.linkedin.com/in/pearcelaura (LinkedIn)

Top Skills

Digital Marketing
Marketing
Online Marketing

Languages

English
French

Honors-Awards

AdWeek 2019 Toronto Brand Star
Ad Week Magazine 2019 Brand Stars

Laura Pearce

Head of Marketing, Google Canada.
Greater Toronto Area, Canada

Summary

Strategic and innovative marketer with 20+ years experience in digital & multi-channel marketing. Currently Country Marketing Director at Google Canada, previously head of Marketing at Twitter Canada, VP Digital Blue Ant Media, Head of Marketing & Comms AOL Canada & Huffington Post Canada.

Frequent speaker on AI and Canada's AI opportunity, brand building, and social media marketing.

Bilingual: English/French

Experience

Google
Head of Marketing, Google Canada
July 2021 - Present (4 years 2 months)
Toronto, Ontario, Canada

Twitter
Head of Marketing, Canada
July 2019 - July 2021 (2 years 1 month)

Twitter Canada
Head of Consumer Marketing
August 2016 - July 2019 (3 years)

Leads all consumer marketing efforts for Twitter in Canada.

Blue Ant Media
VP Marketing & Digital
October 2014 - September 2016 (2 years)

AOL Canada
Director of Marketing & Communications
November 2010 - October 2014 (4 years)

EXHIBIT
1

Owns and leads strategy and execution of all B2C, B2B and public relations initiatives for the family of AOL & Huffington Post brands in Canada, including branding, performance & brand media buying, promotions & events, sales collateral & thought leadership, advertiser marketing & communication, including social media management.

Postmedia Network Inc.
Director of Marketing & Communications Strategy
May 2008 - November 2010 (2 years 7 months)

Own and lead the strategy for all B2C and B2B marketing initiatives and deliverables including branding, advertising, SEM/SEO, direct mail/e-mail, promotional and event marketing programs for all digital products for the publishing and broadcast divisions of Canwest

Canwest MediaWorks
GM, Online Autos
January 2005 - May 2008 (3 years 5 months)

Successfully relaunched and managed CanWest’s online automotive site, driving.ca, including P&L and operational management, creating viable competitor to long time incumbent Auto Trader

Trader Media Corporation
Sr Marketing Manager
November 2003 - December 2005 (2 years 2 months)

Managed marketing and product initiatives for AutoTrader.ca and Auto Trader magazine, including external media, trade and online & SEM marketing, growing unique visitor traffic to Autotrader.ca by 62% year on year 2004-05

AOL Canada
Product Manager, Client Software
November 2002 - November 2003 (1 year 1 month)

Responsible for concept to end-of-life management of AOL software, web properties and core products, launching AOL 7.0 and 8.0 into Canadian marketplace

Dell Canada
Marketing Manager
1999 - 2002 (3 years)

Education

McMaster University

M.A, French Language & Literature · (1991 - 1996)

Exhibit 2 to the Cross-Examination of Laura Pearce

Laura Pearce moves from AOL to Blue Ant

The former marketing director for AOL will fulfill a new, consumer-facing role for the fast-growing media co.

By Val Maloney

October 20, 2014



Laura Pearce has made a move from AOL Canada to Blue Ant Media, joining the company in the new role of VP, brand strategy and fan engagement.

Pearce had been with AOL Canada for over three years, overseeing the Canadian office's marketing and communications for its consumer and trade brands, including The Huffington Post Canada, StyleList Canada and Adap.tv.

In her new role at Blue Ant Media, Pearce will be focused exclusively on the consumer side, working to build the media co's brands in Canada and internationally.

"It's an exciting new role and completely consumer-focused," she tells *MiC*. "It's a reflection of how digital media has changed the marketing mix, that fan engagement is such an important part of the mix."

Pearce will report to Jamie Schouela, EVP, marketing and communications, Blue Ant Media, who she previously worked with when both were at Canwest.

Last week Blue Ant Media announced it would be **creating a new outdoor media company, Outdoor Group Media**, with Vancouver-based Keywest Marketing with each of the company's owning 50% of the enterprise.

TAGS:

AOL Canada, **Blue Ant Media**, **Laura Pearce**

Exhibit 3 to the Cross-Examination of Laura Pearce

List of fines imposed upon Google from 2017 to present and reported in media

Amount	Authority	General Nature of Offence/Violation	Source Article(s)
1) 2.42 billion euros ($3.6 billion CDN)	European Commission	Antitrust: abuse of dominance	June 27, 2017, CBC: EU fines Google billions for breaching antitrust rules November 10, 2021, Reuters, upheld on appeal to the European General Court: Google loses challenge against EU antitrust ruling, $2.8-bln fine September 10, 2024, Reuters, upheld on appeal to European Court of Justice: Google loses fight against $2.7 billion EU antitrust fine
2) 4.34 billion euros ($6.7 billion CDN)	European Commission	Antitrust: abuse of dominance	July 18, 2018, CBC: Google hit with record $6.7B Cdn antitrust fine by EU regulators September 14, 2022, Reuters, European General Court upheld the fine, but reduced amount from 4.34 billion euros to 4.125 billion euros: EU court backs EU antitrust decision against Google, trims fine Google subsequently appealed the General Court's affirmation of the EC decision with the European Court of Justice, which remains pending.
3) 50 million euros	French CNIL	Data privacy	January 21, 2019, Reuters: France fines Google $57 million for European privacy rule breach
4) 1.68 billion USD	European Commission	Antitrust: abuse of dominance	March 20, 2019, CBC: EU regulators fine Google $1.68B US for abusing online ads market September 18, 2024, Reuters, European General Court annulled the fine: Google wins EU antitrust fine fight but setback for Qualcomm The European Commission has appealed the General Court's decision to the European Court of Justice, which remains pending.

EXHIBIT
3
exhibitsticker.com

5) 150 million euros ($167 million)	French Competition Authority	Antitrust: anti-competitive behaviour	December 20, 2019, Reuters: Google fined 150 million euros by France April 7, 2022, Reuters, French court of appeals upholds fine on appeal: French court upholds 150 mln euro fine against Google for opaque ad rules
6) 98.35 million lira ($16.26 million)	Turkish Competition Authority	Antitrust: abuse of dominant position	February 14, 2020, Reuters: Turkish competition board fines Google $16.3mln
7) 196.7 million lira ($26 million)	Turkish Competition Authority	Antitrust: abuse of dominance	November 13, 2020, Reuters: Turkey fines Google $26 million for abusing market position: competition board
8) 100 million euros ($121 million)	French CNIL	Data privacy	December 10, 2020, Reuters: French watchdog fines Google, Amazon for breaching cookie rules
9) 296 million lira ($36.65 million)	Turkish Competition Authority	Antitrust: abuse of dominance	April 14, 2021, Reuters: Turkey fines Google for abusing dominant position
10) 102 million euros ($123 million)	Italian Competition Authority	Antitrust: abuse of dominance	May 13, 2021, Reuters: Italy fines Google for excluding Enel e-car app from Android Auto Google has appealed the decision, which remains pending.
11) 220 million euros ($268 million)	French Competition Authority	Antitrust: abuse of dominance	June 7, 2021, Reuters: Google to change global advertising practices in landmark antitrust deal
12) 500 million euros ($593 million)	French Competition Authority	Copyright: failure to comply with Court order	July 13, 2021, Reuters: France fines Google 500 mln euros over copyright row
13) 207 billion won ($176.64 million)	Korea Fair Trade Commission	Antitrust: abuse of dominance	September 14, 2021, Reuters: S. Korea fines Google $177 mln for blocking Android customisation
14) 10 million euros ($11.2 million)	Italian Competition Authority	Antitrust: consumer code violations	November 29, 2021, Reuters: Italy's antitrust regulator fines Google, Apple over data use November 18, 2022, Reuters, appeal denied: Italy court rejects Google's appeal against watchdog fine, accepts Apple's one
15) 150 million euros ($169 million)	French CNIL	Data privacy	January 6, 2022, Reuters: Google hit with 150 mln euro French fine for cookie breaches

16) 2 billion roubles ($34.2 million)	Federal Antimonopoly Service (Russia)	Antitrust: abuse of dominance	July 26, 2022, Reuters: Russia fines Google $34 million for breaching competition rules
17) 13.38 billion Indian rupees ($161.95 million)	Competition Commission of India	Antitrust: abuse of dominance	October 20, 2022, Reuters: Google fined $162 mln by India antitrust watchdog for abuse of Android platform
18) $113 million	Competition Commission of India	Antitrust: abuse of dominance	October 26, 2022, Reuters: India orders Google to allow third party payments, slaps on another fine In or around March, 2025, the National Company Law Appellate Tribunal upheld the fine, but reduced the amount from $113 million to $26 million
19) 42.1 billion won ($31.88 million)	Korean Fair Trade Commission	Antitrust: abuse of dominance	April 11, 2023, Reuters: South Korea fines Google $32 mln for blocking games on competing platform
20) 4 billion roubles ($47 million)	Federal Antimonopoly Service (FAS)	Antitrust: Failure to pay fine in 16) above	June 27, 2023, Reuters: Russian court fines Google an additional $47 million
21) 250 million euros ($271.73 million)	French Competition Authority	Intellectual Property	March 20, 2024, Reuters: French Competition watchdog hits Google with 250 million euro fine
22) 482 million lira ($14.85 million)	Turkish Competition Authority	Antitrust: failure to comply with precautionary recommendations	June 10, 2024, Reuters: Turkey competition board fines Google 482 million Lira over hotel searches
23) 8 billion roubles ($77.9 million)	Chertanovo District Court, Moscow, Russia	Failure to comply with previous penalty orders	January 14, 2025, Reuters: Russian Court fines Google $78 million for ignoring previous penalties
24) 355 million lira ($8.87 million)	Turkish Competition Authority	Antitrust: failing to comply with regulatory obligations from a previous investigation	July 10, 2025, Reuters: Turkey's competition board imposes $8.9 million fine to Google
Total:	23 Fines		
Total Antitrust:	17 Fines		

Exhibit 4 to the Cross-Examination of Laura Pearce

Menu CBC Search Sign In

Science

EU fines Google billions for breaching antitrust rules

Regulators say the internet giant gave an 'illegal advantage' to its online shopping service

The Associated Press · Posted: Jun 27, 2017 6:06 AM EDT | Last Updated: June 27, 2017



The European Union's competition watchdog has slapped a record $3.6 billion Cdn fine on internet giant Google for breaching antitrust rules with its online shopping service. (Virginia Mayor/Associated Press)

comments

The European Union's competition watchdog has slapped a record 2.42 billion euro fine — roughly $3.6 billion Cdn — on internet giant Google for breaching antitrust rules with its online shopping service.

European regulators said Tuesday that "Google has abused its market dominance as a search engine by giving an illegal advantage to another Google product, its comparison shopping service."

It gave the Mountain View, Calif., company 90 days to stop or face fines of up to five per cent of the average daily worldwide turnover of parent company Alphabet.

EXHIBIT
4

The European Commission, which polices EU competition rules, alleges Google elevates its shopping service even when other options might have better deals.

The Commission said Google "gave prominent placement in its search results only to its own comparison shopping service, whilst demoting rival services. It stifled competition on the merits in comparison shopping markets."

"What Google has done is illegal under EU antitrust rules. It denied other companies the chance to compete on the merits and to innovate. And most importantly, it denied European consumers a genuine choice of services and the full benefits of innovation," EU Competition Commissioner Margrethe Vestager told reporters.

Ease for consumers

Google maintains it's just trying to package its search results in a way that makes it easier for consumers to find what they want.

"When you shop online, you want to find the products you're looking for quickly and easily. And advertisers want to promote those same products. That's why Google shows shopping ads, connecting our users with thousands of advertisers, large and small, in ways that are useful for both," Kent Walker, senior vice-president at Google, said in a statement.

"We will review the Commission's decision in detail as we consider an appeal, and we look forward to continuing to make our case," he said.

The fine is the highest ever imposed in Europe for anti-competitive behaviour, exceeding a 1.06 billion euros, $1.7 billion Cdn, penalty on Silicon Valley chip maker Intel in 2009.

Rivals on page 4

But the penalty is likely to leave a bigger dent in Google's pride and reputation than its finances. Alphabet has more than $136 billion Cdn in cash, including nearly $83 billion Cdn in accounts outside of Europe.

Vestager said the commission's probe, which started in 2008, looked at some 1.7 billion search queries. Investigators found that on average even Google Shopping's most highly-ranked rivals only appeared on page 4 of Google search results. Vestager said that 90 per cent of user-clicks are on page 1.

"As a result, competitors were much less likely to be clicked on," she said.

More broadly, Vestager said, the probe has established that Google is dominant in general internet search in all 31 countries of the European economic area. This will affect other cases the commission might build against the internet giant's various businesses, like Google Images.

She also noted that regulators are making "good progress" in its other Google probes into Android and search advertising, and that the "preliminary conclusion" is that they breach EU anti-trust rules.

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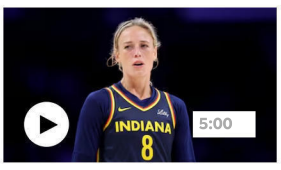
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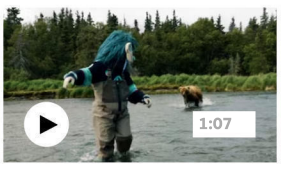
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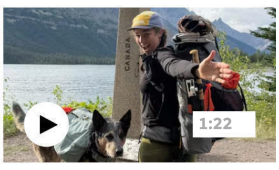
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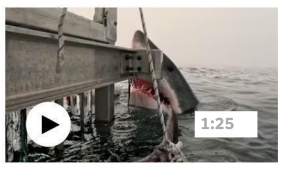
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#TheMoment an Aussie walking the length of Earth arrived in Canada

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#TheMoment a great white shark surprised Halifax researchers

The National

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Exhibit 5 to the Cross-Examination of Laura Pearce

Learn more about LSEG

Google loses challenge against EU antitrust ruling, $2.8-bln fine

By **Francois Aulner** and **Foo Yun Chee**

November 10, 2021 9:32 AM EST · Updated November 10, 2021

Aa

Feedback

Companies

Alphabet Inc

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LUXEMBOURG, Nov 10 (Reuters) - Alphabet (GOOGL.O) unit Google lost an appeal against a 2.42-billion-euro ($2.8-billion) antitrust decision on Wednesday, a major win for Europe's competition chief in the first of three court rulings central to the EU push to regulate big tech.

Competition Commissioner Margrethe Vestager fined the world's most popular internet search engine in 2017 over the use of its own price comparison shopping service to gain an unfair advantage over smaller European rivals.

Learn about the latest breakthroughs in AI and tech with the Reuters Artificial Intelligencer newsletter. Sign up here.

EXHIBIT

5

The shopping case was the first of three decisions that saw Google rack up 8.25 billion euros in EU antitrust fines in the last decade.

The company could face defeats in appeals against the other two rulings involving its Android mobile operating system and AdSense advertising service, where the EU has stronger arguments, antitrust specialists say.

The court's support for the Commission in its latest ruling could also strengthen Vestager's hand in her investigations into Amazon, Apple and Facebook.

"The General Court largely dismisses Google's action against the decision of the Commission finding that Google abused its dominant position by favouring its own comparison shopping service over competing comparison shopping services," the Court said.

The court said the Commission correctly found Google's practices harmed competition and dismissed the company's argument that the presence of merchant platforms showed there was strong competition.

It backed the Commission's fine, citing the serious nature of the infringement and that "the conduct in question was adopted intentionally, not negligently".

Google said it would review the judgment and that it has already complied with the Commission's order to ensure a level playing field for rivals. It did not say if it would appeal to the EU Court of Justice (CJEU), Europe's top court.

The Commission welcomed the ruling, saying it would provide legal clarity for the market.



[1/2] The logo of Google is seen in Davos, Switzerland January 20, 2020. REUTERS/Arnd Wiegmann Purchase Licensing Rights

"The Commission will continue to use all tools at its disposal to address the role of big digital platforms on which businesses and users depend to, respectively, access end users and access digital services," the EU executive said in a statement.

ONGOING INVESTIGATIONS

In other investigations, the EU watchdog is focusing on Google's use of data and its digital advertising business. The company is seeking to settle the latter case, a person familiar with the matter has told Reuters. read more

Feedback

Thomas Vinje, a partner at law firm Clifford Chance and who advises several Google rivals, said Vestager should expand her investigation into other areas.

"Today's judgment gives the European Commission the ammunition it needs to tighten the screws on Google in other areas where it is throwing its weight around, like in online advertising, app stores and video streaming," he said.

Lawmaker Rasmus Andresen at the European Parliament, which wants to beef up tech rules proposed by Vestager, said Europe needs both antitrust enforcement and legislation to tame U.S. tech giants.

"Only when Big Tech feels economic consequences through penalties and regulation we will see change. In addition to an adjustment of the Digital Markets Act, we call for a tightening of competition law to make it easier to split up platforms that are too dominant," he said.

To augment her antitrust powers, Vestager last year proposed new landmark tech rules that will force U.S. tech giants to change their business models to ensure a level playing field for rivals.

Separately, on Tuesday, the UK Supreme Court blocked a planned $4.3 billion class action against Google over allegations the internet giant unlawfully tracked the personal information of millions of iPhone users.

The EU case is T-612/17 Google and Alphabet v Commission (Google Shopping).

($1 = 0.8648 euros)

Reporting by Francois Aulner, writing by Foo Yun Chee; Editing by Catherine Evans, Bernadette Baum and Barbara Lewis

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Foo Yun Chee
Thomson Reuters

An agenda-setting and market-moving journalist, Foo Yun Chee is a 21-year veteran at Reuters. Her stories on high profile mergers have pushed up the European telecoms index, lifted companies' shares and helped investors decide on their next move. Her knowledge and experience of European antitrust laws and developments helped her break stories on Microsoft, Google, Amazon, Meta and Apple, numerous market-moving mergers and antitrust investigations. She has previously reported on Greek politics and companies, when Greece's entry into the eurozone meant it punched above its weight on the international stage, as well as on Dutch corporate giants and the quirks of Dutch society and culture that never fail to charm readers.

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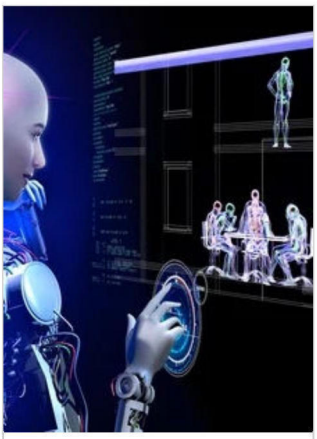
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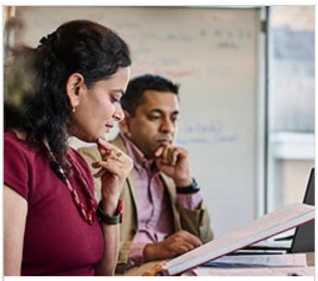
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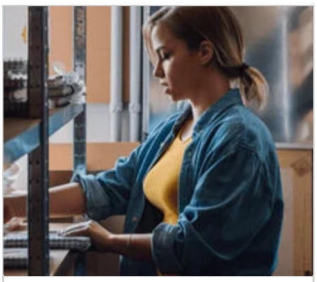
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Foxconn sees robust AI demand as second-quarter profit tops forecast

· August 14, 2025 · 7:32 AM EDT · 24 mins ago

Foxconn on Thursday forecast a significant rise in third-quarter revenue as the world's biggest iPhone maker said it had for the first time made more money from its AI server business than from smart electronics last quarter.

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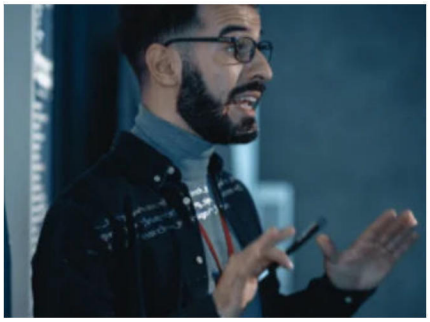
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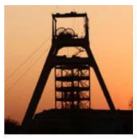
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Exhibit 6 to the Cross-Examination of Laura Pearce

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Google loses fight against $2.7 billion EU antitrust fine

By **Foo Yun Chee**

September 10, 2024 4:41 AM EDT · Updated September 10, 2024



The logo for Google is seen at the Google Store Chelsea in Manhattan, New York City, U.S., November 17, 2021. REUTERS/Andrew Kelly/File Photo Purchase Licensing Rights

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BRUSSELS, Sept 10 (Reuters) - Alphabet's (GOOGL.O) Google on Tuesday lost its fight against a 2.42 billion euro ($2.7 billion) fine levied by EU antitrust regulators seven years ago, one of a trio of hefty fines meted out to the company for various anti-competitive practices.

EXHIBIT

6

The European Commission fined the world's most popular internet search engine in 2017 for using its own price comparison shopping service to gain an unfair advantage over smaller European rivals.

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A lower tribunal had endorsed the EU competition enforcer's decision in 2021, prompting Google to appeal to the Luxembourg-based Court of Justice of the European Union.

CJEU judges noted that EU law does not sanction the existence of a dominant position, but its abusive exploitation.

"In particular, the conduct of undertakings in a dominant position that has the effect of hindering competition on the merits and is thus likely to cause harm to individual undertakings and consumers is prohibited," they said.

Google has racked up 8.25 billion euros in EU antitrust fines in the last decade. It has challenged two rulings involving its Android mobile operating system and AdSense advertising service, and is now waiting for the judgments.

It is also fighting EU antitrust charges issued last year that could force it to sell part of its lucrative adtech business after regulators accused it of favouring its own advertising services.

The case is C-48/22 P Google and Alphabet v Commission (Google Shopping).

($1 = 0.9060 euros)

Reporting by Foo Yun Chee and Marine Strauss; Editing by David Goodman and Jan Harvey

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Foo Yun Chee
Thomson Reuters

An agenda-setting and market-moving journalist, Foo Yun Chee is a 21-year veteran at Reuters. Her stories on high profile mergers have pushed up the European telecoms index, lifted companies' shares and helped investors decide on their next move. Her knowledge and experience of European antitrust laws and developments helped her break stories on Microsoft, Google, Amazon, Meta and Apple, numerous market-moving mergers and antitrust investigations. She has previously reported on Greek politics and companies, when Greece's entry into the eurozone meant it punched above its weight on the international stage, as well as on Dutch corporate giants and the quirks of Dutch society and culture that never fail to charm readers.

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· August 10, 2025 · 7:22 PM EDT · 6 mins ago

South Korea's SK Hynix forecasts that the market for a specialized form of memory chip designed for artificial intelligence will grow 30% a year until 2030, a senior executive said in an interview with Reuters.

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Exhibit 7 to the Cross-Examination of Laura Pearce

Business

Google hit with record $6.7B Cdn antitrust fine by EU regulators

Tech giant said it will appeal

Thomson Reuters · Posted: Jul 18, 2018 7:45 AM EDT | Last Updated: July 18, 2018



The European Union has fined Google 4.34 billion euros (nearly $6.7 billion Cdn). (Marcio Jose Sanchez/Associated Press)

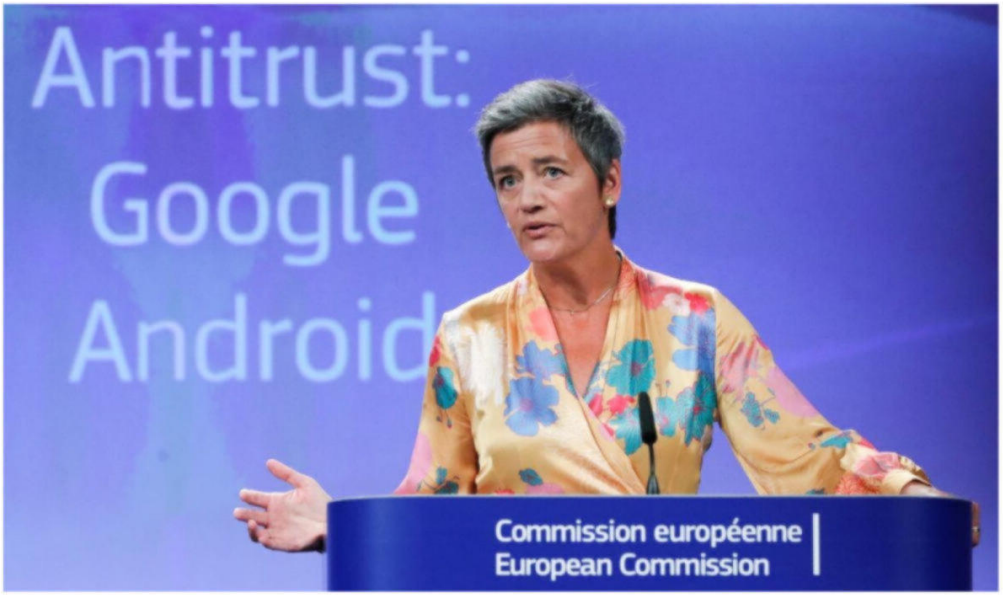
European Union regulators hit Google with a record 4.34-billion euro (nearly $6.7-billion Cdn) antitrust fine on Wednesday for using its Android mobile operating system to squeeze out rivals.

The penalty is nearly double the previous record of 2.4 billion euros that the U.S. tech company was ordered to pay last year over its online shopping search service.

The fine represents just over two weeks of revenue for Google parent Alphabet Inc. and would scarcely dent its cash reserves of $136 billion. But it could add to a brewing trade war between Brussels and Washington.

EXHIBIT
7

"Google has used Android as a vehicle to cement the dominance of its search engine. These practices have denied rivals the chance to innovate and compete on the merits. They have denied European consumers the benefits of effective competition in the important mobile sphere," EU antitrust chief Margrethe Vestager said in a statement.



European competition commissioner Margrethe Vestager announced the EU antitrust fine at a news conference in Brussels on Wednesday. (Yves Herman/Reuters)

Google said it would appeal the fine.

Vestager also ordered Google to halt anti-competitive practices in contractual deals with smartphone makers and telecoms providers within 90 days or face additional penalties of up to 5 per cent of parent Alphabet's average daily worldwide turnover.

The EU enforcer dismissed Google's argument of competition from Apple, saying the iPhone maker was not a sufficient constraint because of its higher prices and switching costs for users.

- **Google's Chrome browser starts blocking 'disruptive' ads**
- **EU fines Google billions for breaching antitrust rules**

Android, which runs about 80 per cent of the world's smartphones according to market research firm Strategy Analytics, is the most important case out of a trio of antitrust cases against Google.

Some major Android device makers, including Samsung, Sony, Lenovo and TCL, declined to comment on the EU case.

Lobbying group FairSearch, whose 2013 complaint triggered the EU investigation, welcomed the ruling.

A third EU case, which has not yet concluded, involves Google's AdSense product. Competition authorities have said Google prevented third parties using its product from displaying search advertisements from Google's competitors.

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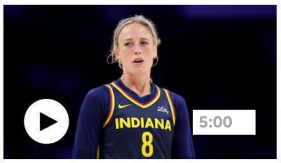
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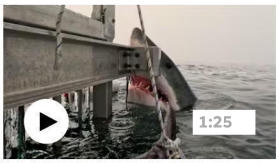
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EU court backs EU antitrust decision against Google, trims fine

By **Reuters**

September 14, 2022 4:07 AM EDT · Updated September 14, 2022



A view of the main lobby of building BV200, during a tour of Google's new Bay View Campus in Mountain View, California, U.S. May 16, 2022. REUTERS/Peter DaSilva Purchase Licensing Rights

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LUXEMBOURG, Sept 14 (Reuters) - Europe's second-top court on Wednesday upheld an EU antitrust decision against Alphabet (GOOGL.O) unit Google for using its Android mobile operating system to quash rivals but trimmed the record fine to 4.125 billion euros ($4.12 billion) from 4.34 billion.

Feedback

EXHIBIT 8

"The General Court largely confirms the Commission's decision that Google imposed unlawful restrictions on manufacturers of Android mobile devices and mobile network operators in order to consolidate the dominant position of its search engine," the court said.

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"In order better to reflect the gravity and duration of the infringement, the General Court considers it appropriate however to impose a fine of €4.125 billion on Google, its reasoning differing in certain respects from that of the Commission," judges said.

The case is T-604/18 Google vs European Commission.

($1 = 1.0012 euros)

Reporting by Foo Yun Chee, additional reporting by Bart Meijers in Amsterdam;

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· August 14, 2025 · 7:32 AM EDT · 28 mins ago

Foxconn on Thursday forecast a significant rise in third-quarter revenue as the world's biggest iPhone maker said it had for the first time made more money from its AI server business than from smart electronics last quarter.

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Exhibit 9 to the Cross-Examination of Laura Pearce

Learn more about LSEG

France fines Google $57 million for European privacy rule breach

By **Mathieu Rosemain**

January 21, 2019 2:08 PM EST · Updated January 21, 2019

Aa



[1/3] FILE PHOTO: The Google logo is pictured at the entrance to the Google offices in London, Britain January 18, 2019. REUTERS/Hannah McKay Purchase Licensing Rights

PARIS (Reuters) - France's data protection watchdog fined Alphabet's Google 50 million euros(44.10 million pounds)on Monday for breaching European Union online privacy rules, the biggest such penalty levied against a U.S. tech giant.

The French regulator said the world's biggest search engine lacked transparency and clarity in the way it informs users about its handling of personal data and failed to properly obtain their consent for personalised ads.

The EU's General Data Protection Regulation (GDPR), the biggest shake-up of data privacy laws in more than two decades, came into force in May. It allows users to better control their personal data and gives regulators the power to impose fines of up to 4 percent of global revenue for violations.

"The amount decided, and the publicity of the fine, are justified by the severity of the infringements observed regarding the essential principles of the GDPR: transparency, information and consent," the CNIL said in a statement.

Google issued a statement saying that people "expect high standards of transparency and control from us".

EXHIBIT

9

"We're deeply committed to meeting those expectations and the consent requirements of the GDPR," it said, adding that it was examining its next steps.

The CNIL decision follows complaints by two non-governmental organizations, None Of Your Business (noyb) and La Quadrature du Net (LQDN), which the regulator said had been mandated by 10,000 people to present the case.

The French authority, known for its stringent interpretation of privacy rules and for favouring a tough approach towards U.S. Internet companies, sets a record with this penalty, which could reverberate in Silicon Valley.

"More than just a significant amount of money, this sanction is particularly detrimental to Google as it directly challenges its business model and will, in all likelihood, require them to deeply modify their provision of services," Sonia Cissé, Managing Associate at Linklaters, said.

($1 = 0.8797 euros)

Reporting by Mathieu Rosemain; Editing by Alexander Smith

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Protesters in Serbia's north demolish ruling party offices

World · August 14, 2025 · 5:02 PM EDT · 5 mins ago

Anti-government protesters demolished the offices of the ruling Serbian Progressive Party (SNS) in the northern city of Novi Sad and clashed with police and SNS supporters in the capital Belgrade on Thursday, a day after violent unrest left dozens injured.

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Exhibit 10 to the Cross-Examination of Laura Pearce

Business

EU regulators fine Google $1.68B US for abusing online ads market

Google previously hit with other multibillion-dollar fines from competition commission

The Associated Press · Posted: Mar 20, 2019 7:44 AM EDT | Last Updated: March 20, 2019



Google on Wednesday was fined $1.68 billion US by the European Union's competition commission following a probe into the company's AdSense advertising business. (The Associated Press)

comments

European Union regulators hit Google with a $1.68-billion US fine on Wednesday for abusing its dominant role in online advertising.

It's the third time the commission has slapped Google with an antitrust penalty, following multibillion-dollar fines resulting from separate probes into two other parts of the Silicon Valley giant's business.

The EU's competition commissioner, Margrethe Vestager, announced the results of the long-running probe of Google's AdSense advertising business at a news conference in Brussels on Wednesday.

EXHIBIT

10

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"Today's decision is about how Google abused its dominance to stop websites using brokers other than the AdSense platform," Vestager said.

- **EU regulator who fined Google, ordered Amazon to pay taxes, plans tighter scrutiny for tech sector**
- **Google hit with record $6.7B Cdn antitrust fine by EU regulators**

The commission found Google and its parent company, Alphabet, breached EU antitrust rules by imposing restrictive clauses in contracts with websites that used AdSense, preventing Google rivals from placing their ads on these sites.

Google "prevented its rivals from having a chance to innovate and to compete in the market on their merits," Vestager said. "Advertisers and website owners, they had less choice and likely faced higher prices that would be passed on to consumers."

AdSense is an older Google product that lets web publishers such as bloggers place text ads on their websites, with the content of the ads based on results from search functions on their sites.

Microsoft filed an EU antitrust complaint about the service in 2009 and the EU Commission formally launched its probe in 2016, although it said at the time that Google had already made some changes to allow affected customers more freedom to show competing ads.

Last year, Vestager hit the company with a record $5-billion fine following an investigation into its Android operating system. In 2017, she fined Google $2.75 billion in a case involving its online shopping search results.

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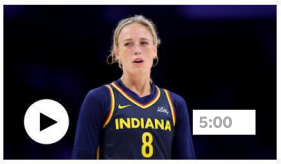
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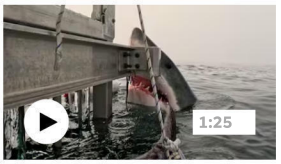
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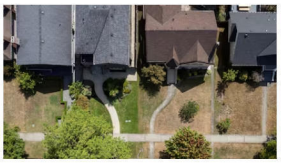
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Learn more about LSEG

Google wins EU antitrust fine fight but setback for Qualcomm

By **Foo Yun Chee**

September 18, 2024 2:21 PM EDT · Updated September 18, 2024

Aa

Feedback

Summary Companies

Commission says takes note of rulings

Has right to appeal Google case

Competition commissioner has mixed record in defending decisions

BRUSSELS, Sept 18 (Reuters) - Alphabet (GOOGL.O) unit Google won a legal challenge on Wednesday against a 1.49 billion euro ($1.7 billion) European Union antitrust fine, while Qualcomm (QCOM.O) failed to repeal a penalty.

The rulings underscore outgoing EU antitrust chief Margrethe Vestager's mixed record in defending her crackdown on Big Tech in court. She scored two major wins last week against Google in a separate case and against Apple's tax deal with Irish authorities.

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EXHIBIT 11

The European Commission in its 2019 decision said Google had abused its dominance to prevent websites from using brokers other than its AdSense platform that provided search adverts. The practices it said were illegal took place from 2006 to 2016.

The Luxembourg-based General Court mostly agreed with the European Union competition enforcer's assessments of the case, but annulled the fine, saying that the Commission had failed to take into account all the relevant circumstances.

"The Commission has also not demonstrated that the clauses in question had, first, possibly deterred innovation, next, helped Google to maintain and strengthen its dominant position on the national markets for online search advertising at issue and, last, that they had possibly harmed consumers," the judges said.

Google said the case was about a narrow subset of text-only search ads placed on a limited number of publishers' websites.

"We made changes to our contracts in 2016 to remove the relevant provisions, even before the Commission's decision. We are pleased that the court has recognised errors in the original decision and annulled the fine," the company said in an email.

The Commission, which can appeal to the EU Court of Justice (CJEU) on points of law, said it would study the judgment and reflect on possible next steps.

Feedback

The logo for Google is seen at the Google Store Chelsea in Manhattan, New York City, U.S., November 17, 2021. REUTERS/Andrew Kelly/File Photo Purchase Licensing Rights

The AdSense fine, one of a trio of fines that have cost Google a total of 8.25 billion euros, was triggered by a complaint from Microsoft (MSFT.O) in 2010.

The company last week lost its final fight against a 2.42 billion euro fine levied for using its price comparison shopping service to gain an unfair advantage over smaller European rivals.

In Qualcomm's case, the U.S. chipmaker only managed to convince the General Court to trim its EU antitrust fine to 238.7 million euros from 242 million euros.

Judges threw out all its arguments. The Commission imposed the fine in 2019, saying that Qualcomm sold its chipsets below cost between 2009 and 2011, in a practice known as predatory pricing, to thwart British phone software maker Icera, which is now part of Nvidia Corp (NVDA.O).

"Qualcomm respectfully disagrees with the judgment and the Commission's decision and believes that we have always remained in compliance with European competition law," the chipmaker said..

The Commission said it had also taken note of that ruling.

Qualcomm, which can appeal to the CJEU on points of law, did not immediately respond to a request for comment.

The cases are T-334/19 Google and Alphabet v Commission (Google AdSense for Search) and T-671/19 Qualcomm v Commission (Qualcomm - predatory pricing).

($1 = 0.8985 euros)

Reporting by Foo Yun Chee, additional reporting by Charlotte Van Campenhout; Writing by Benoit Van Overstraeten; Editing by Barbara Lewis and Nick Zieminski

Our Standards: **The Thomson Reuters Trust Principles.**

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Foo Yun Chee
Thomson Reuters

An agenda-setting and market-moving journalist, Foo Yun Chee is a 21-year veteran at Reuters. Her stories on high profile mergers have pushed up the European telecoms index, lifted companies' shares and helped investors decide on their next move. Her knowledge and experience of European antitrust laws and developments helped her break stories on Microsoft, Google, Amazon, Meta and Apple, numerous market-moving mergers and antitrust investigations. She has previously reported on Greek politics and companies, when Greece's entry into the eurozone meant it punched above its weight on the international stage, as well as on Dutch corporate giants and the quirks of Dutch society and culture that never fail to charm readers.

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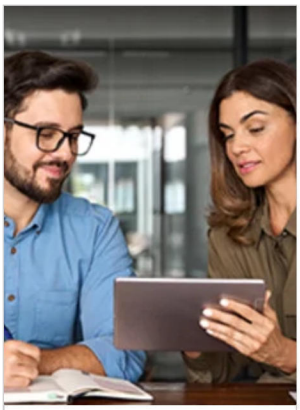
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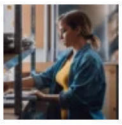
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New York sues Zelle, says security lapses led to $1 billion consumer fraud losses

Sustainability · August 13, 2025 · 2:19 PM EDT · 1 hour ago

Zelle was sued on Wednesday by New York Attorney General Letitia James, who said the electronic payment platform's refusal to adopt critical safety features enabled fraudsters to steal more than $1 billion from consumers.

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Exhibit 12 to the Cross-Examination of Laura Pearce

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Google fined 150 million euros by France

By **Reuters**

December 20, 2019 4:45 AM EST · Updated December 20, 2019

Aa

PARIS, Dec 20 (Reuters) - France's competition authority on Friday fined Google 150 million euros ($167 million) for anti-competitive behaviour and for having unclear advertising on the Google Ads page.

The fine comes as France and other European countries maintain high levels of scrutiny on major U.S. tech companies such as Google, Facebook, Apple and Amazon, which are often criticised for having relatively low tax payments.

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In September, Google agreed to pay close to 1 billion euros to French authorities to settle a fiscal fraud probe that began four years ago.

Google, which is the world's biggest internet search engine, has also faced growing regulatory scrutiny about the content it promotes in search results and ads.

($1 = 0.8997 euros)

Reporting by Mathieu Rosemain; editing by David Evans

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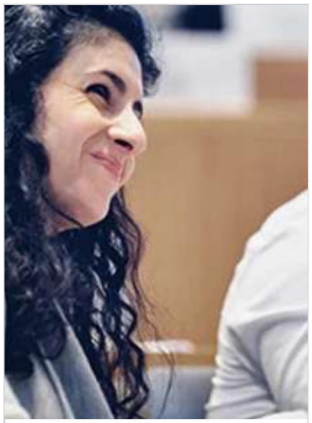
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Hot wholesale prices data puts wrinkle in Fed's rate-cut roadmap

Business · August 14, 2025 · 5:12 PM EDT · 2 mins ago

Analysts said the increase could be a precursor of higher consumer prices.

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Exhibit 13 to the Cross-Examination of Laura Pearce

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French court upholds 150 mln euro fine against Google for opaque ad rules

By **Reuters**

April 7, 2022 8:14 AM EDT · Updated April 7, 2022



[1/3] The facade of a Google office is seen in New York City, New York, U.S. REUTERS/Paresh Dave Purchase Licensing Rights

Companies

Alphabet Inc

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PARIS, April 7 (Reuters) - A French court of appeals upheld a 150 million euro fine levied against Alphabet's Google (GOOGL.O) for abusing its power over the treatment of advertisers, a spokesperson for the U.S. firm said on Thursday.

France's antitrust watchdog, which levied the fine in 2019, said in its decision then that Google applied opaque advertising rules and changed them at will.

EXHIBIT 13

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It was the first penalty imposed by the competition authority against Google.

"Following the (French competition authority's) original decision we already made some changes to make these policies even clearer and will now study the court's ruling in detail and consider our next steps," Google's spokesperson said.

Two of the watchdog's orders that accompanied the 150 million-euro fine were overturned, Google said.

The first revoked an order that compelled it to put in place a tool allowing French consumers to file complaints.

The second overturned order made it compulsory for Google to issue an annual report detailing the number of websites whose Google Ads accounts were suspended for breaching its rules and the nature of the rules that were breached.

Google Ads is the gateway for advertisers that wish to appear in the sponsored section of search results.

Reporting by Mathieu Rosemain Editing by GV De Clercq and Chizu Nomiyama

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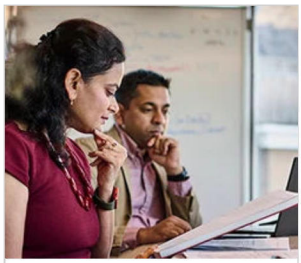
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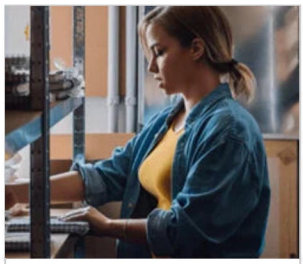
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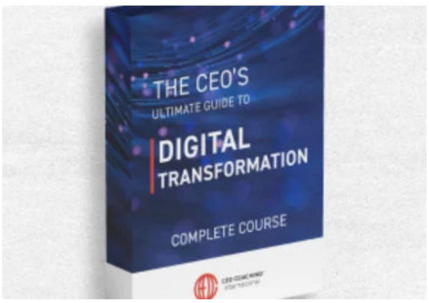
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Turkish competition board fines Google $16.3 mln

By **Reuters**

February 14, 2020 10:19 AM EST · Updated February 14, 2020

Aa

ISTANBUL, Feb 14 (Reuters) - Turkey's competition authority fined Google 98.35 million lira ($16.26 million) on Friday for abusing its dominant market position.

The competition investigation included companies Google Reklamcilik ve Pazarlama, Google International LLC, Google LLC, Google Ireland Limited and Alphabet Inc., it said.

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Writing by Ezgi Erkoyun Editing by Dominic Evans

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US Supreme Court declines for now to block Mississippi social media age-check law

Legal · August 14, 2025 · 2:58 PM EDT · 2 mins ago

The U.S. Supreme Court declined on Thursday to put on hold a Mississippi law requiring that users of social media platforms verify their age and that minors have parental consent in a challenge by a trade group whose members include Meta's Facebook, Alphabet's YouTube and Snapchat .

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Turkey fines Google $26 million for abusing market position: competition board

By Reuters

November 13, 2020 10:38 AM EST · Updated November 13, 2020

Aa



FILE PHOTO: A Google sign is shown at one of the company's office complexes in Irvine, California, U.S., July 27, 2020. REUTERS/Mike Blake/File Photo Purchase Licensing Rights

ISTANBUL (Reuters) - The Turkish Competition Board has fined Google 196.7 million lira ($26 million) after ruling it was abusing its market dominance, a statement by the board said on Friday.

The company has been found to be violating the terms of fair competition due to unfair access to advertisement space, the statement said, and the California-based tech giant "was abusing its dominant power in the market".

In February, the competition authority fined Google 98 million lira for abusing its dominant market position and "aggressive competition tactics."

Reporting by Daren Butler and Ece Toksabay; Editing by Dominic Evans

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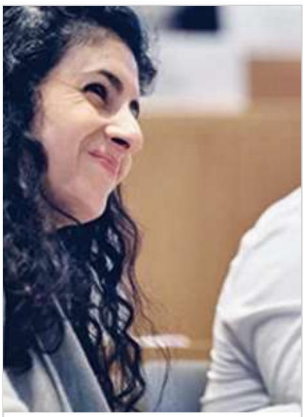
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US senators call for Meta probe after Reuters report on its AI policies

Legal · August 14, 2025 · 3:28 PM EDT · 3 mins ago

Two Republican U.S. senators called for a congressional investigation into Meta Platforms on Thursday after Reuters exclusively reported on an internal policy document that permitted the company's chatbots to "engage a child in conversations that are romantic or sensual."

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Exhibit 16 to the Cross-Examination of Laura Pearce

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French watchdog fines Google, Amazon for breaching cookies rules

By **Mathieu Rosemain**

December 10, 2020 1:59 PM EST · Updated December 10, 2020



FILE PHOTO: A Google sign is shown at one of the company's office complexes in Irvine, California, U.S., July 27, 2020. REUTERS/Mike Blake Purchase Licensing Rights

PARIS (Reuters) -France's data privacy watchdog has handed out its biggest ever fine of 100 million euros ($121 million) to Alphabet's Google for breaching the country's rules on online advertising trackers (cookies).

The CNIL said on Thursday it had also fined e-commerce giant Amazon 35 million euros for breaking the same rules,

The regulator found the companies' French websites didn't seek the prior consent of visitors before advertising cookies - small pieces of data stored while navigating on the Web - were saved on computers, it said in a statement.

Google and Amazon also failed to provide clear information to internet users about how the firms intended to make use of such online trackers and how visitors to their French websites could refuse any use of the cookies, the watchdog said.

The CNIL rejected the companies' arguments that it had no right to impose the sanctions because their respective European headquarters are in Ireland and Luxembourg - two countries perceived by some data privacy advocacy groups as being lenient toward Silicon Valley companies.

The CNIL said Google's fine had to be paid for the most part by its U.S. entity Google LLC (60 million euros) and the rest by EU-based Google Ireland Limited (40 million).

Amazon's fine has to be paid by its Luxembourg-based entity.

The CNIL said the companies had three months to change the information banners. If they fail to do so, they will face an additional fine of 100,000 euros per day until they comply.

The financial penalty against Google is the biggest ever issued by the CNIL, a spokesman for the watchdog said.

The previous record fine of 50 million euros also targeted the U.S. tech giant for breaching EU data privacy rules.

"We stand by our record of providing upfront information and clear controls, strong internal data governance, secure infrastructure, and above all, helpful products," Google said in a statement.

"Today's decision under French ePrivacy laws overlooks these efforts and doesn't account for the fact that French rules and regulatory guidance are uncertain and constantly evolving."

Amazon said separately it disagreed with CNIL's decision.

"We continuously update our privacy practices to ensure that we meet the evolving needs and expectations of customers and regulators and fully comply with all applicable laws in every country in which we operate," it said.

($1 = 0.8269 euros)

Reporting by Mathieu Rosemain; Writing by Matthieu Protard; Editing by Mark Potter

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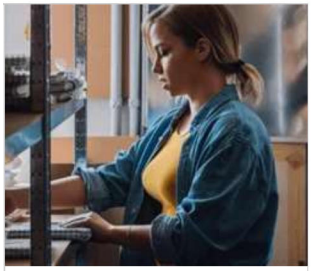
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Business · August 14, 2025 · 5:16 PM EDT · 25 mins ago

Oracle and Alphabet said on Thursday their cloud computing units have struck a deal to offer Google's Gemini artificial intelligence models through Oracle's cloud computing services and business applications.

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Turkey fines Google for abusing dominant position

By **Reuters**

April 14, 2021 9:21 AM EDT · Updated April 14, 2021



[1/3] A 3D printed Google logo is seen in this illustration taken April 12, 2020. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights

ANKARA, April 14 (Reuters) - Turkey's Competition Board has fined Alphabet Inc's (GOOGL.O) Google more than 296 million lira ($36.65 million) for abusing its dominant position in search engine services, the regulator said on Wednesday.

In a statement, it said Google had favored its own price comparison for accommodations and its local search services over those of competitors.

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Google must ensure within six months that competitors are not disadvantaged and report to the board annually for five years on the issue, the regulator added.

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17

Google responded that its search services were designed to efficiently meet consumer demand for information, and that offering more travel and accommodation options actually boosted competition.

"We will evaluate the decision (of the board) and continue working with the Competition Authority by maintaining our usual constructive approach," the company said in a statement.

Turkey's Competition Authority has fined Google for abusing its market position over various issues. Last year, it fined the company nearly 200 million lira over unfair access to advertising space. read more

($1 = 8.0772 liras)

Reporting by Ebru Tuncay; Writing by Ali Kucukgocmen; Editing by Daren Butler

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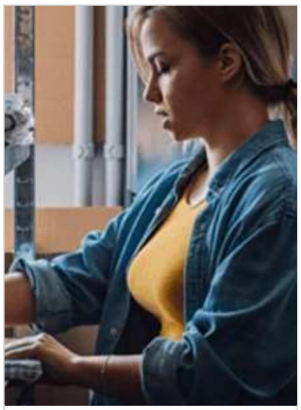
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Legal · August 14, 2025 · 2:58 PM EDT · 6 mins ago

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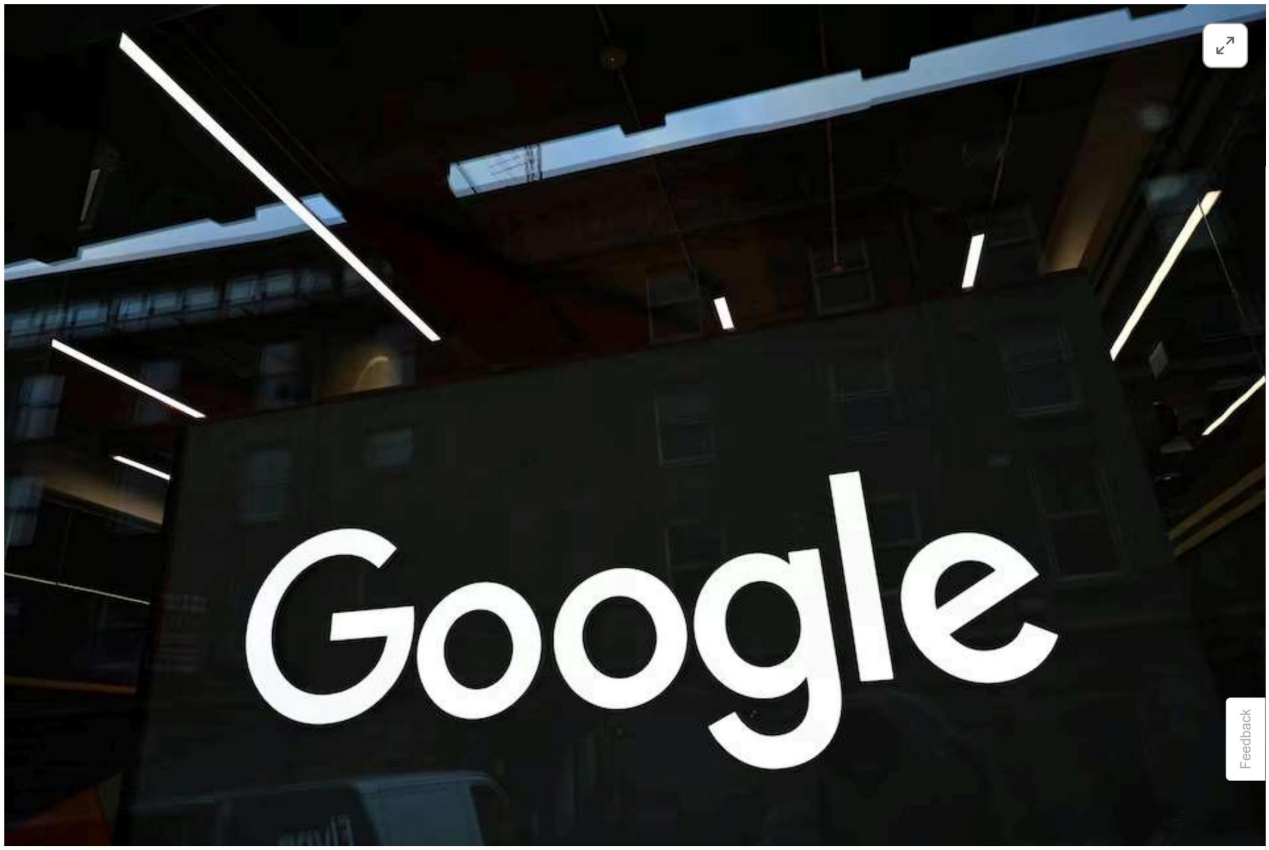
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Italy fines Google for excluding Enel e-car app from Android Auto

By **Reuters**

May 13, 2021 2:45 AM EDT · Updated May 13, 2021



[1/3] The Google logo is seen on on the company's European headquarters in Dublin, Ireland, February 27, 2021. REUTERS/Clodagh Kilcoyne/File Photo Purchase Licensing Rights

MILAN, May 13 (Reuters) - Italy's competition regulator has fined Google (GOOGL.O) 102 million euros ($123 million) for excluding an e-mobility app developed by Enel (ENEI.MI) from the U.S. tech giant's Android system.

For more than two years, Google has not allowed Enel's JuicePass to operate on Android Auto - a system that allows apps to be used safely in cars - unfairly curtailing its use while favouring Google Maps, the regulator said on Thursday.

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18

"The contested behaviour can influence the development of e-mobility in a crucial phase ... with possible negative spill-over effects on the growth of electric vehicles (EV)," it said.

In a statement announcing the fine for abuse of a dominant position, the regulator asked Google to make JuicePass available on Android Auto.

JuicePass is owned by Enel's "e-solutions" subsidiary Enel X, which brought the case against Google. The app offers users services for finding and booking EV charging stations on maps and viewing details.

Google "respectfully disagrees" with the antitrust regulator's decision and will examine the documents to decide its next steps, a spokesman for Google in Italy said.

Google's priority for Android Auto is to ensure safety while driving, with stringent guidelines on which apps it supports, he said.

"There are thousands of apps compatible with Android Auto, and our goal is to enable even more developers to make their apps available over time," the spokesman said.

The regulator said the U.S. giant had a dominant position that allows it to control the access of app developers to final users through Android and its app store Google Play.

Enel acknowledged the decision, saying it was an important enabling factor for the growth of electric mobility in Italy.

"In accordance with this decision, a level playing field with Google apps will be granted for Enel X's app, JuicePass, and in general for all recharging app developers," it said.

($1 = 0.8264 euros)

Reporting by Maria Pia Quaglia, editing by Giulia Segreti

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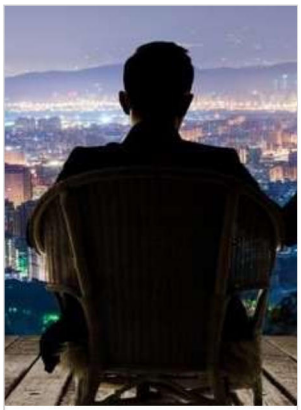
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Google loses fight on Android Auto access, bodes ill for Big Tech

By **Foo Yun Chee**

February 25, 2025 1:03 PM EST · Updated February 25, 2025



A man stands in front of Google logos during a media reception at the Google France headquarters ahead of the Artificial Intelligence Action Summit in Paris, France, February 9, 2025.... Purchase Licensing Rights Read more

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EU court backs Italy's antitrust ruling against Google

Google fined €102 million for blocking Enel's app on Android Auto

Judgment aligns with EU's Digital Markets Act, supports interoperability

BRUSSELS, Feb 25 (Reuters) - Alphabet (GOOGL.O) unit Google's refusal to let an Enel e-mobility app access its Android Auto platform can be considered an abuse of its market power, Europe's top court said on Tuesday in a ruling that could force Big Tech to make it easier for rivals to operate on their platforms.

In 2021, Italy's antitrust authority fined Google 102 million euros ($106.7 million) for blocking utility group Enel's (ENEI.MI) JuicePass on Android Auto, software that allows drivers to navigate with maps on their car dashboards and send messages while behind the wheel.

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Google, which had cited security concerns and the absence of a specific template for refusing to make JuicePass compatible with Android Auto, had challenged the decision at the Italian Council of State which subsequently sought guidance from the Luxembourg-based Court of Justice of the European Union.

Google has since resolved the issue, but the judgment could guide dominant companies' actions in similar situations in the future.

Court of Justice judges backed the Italian regulator.

"A refusal by an undertaking in a dominant position to ensure that its platform is interoperable with an app of another undertaking, which thereby becomes more attractive, can be abusive," they said.

However, the court also said companies can justify their refusal if there is no template for the category of apps concerned and that to grant interoperability in such a situation would compromise the security or integrity of the platform.

If that is not the case, the dominant company must develop a template within a reasonable period, it said.

Google said it has now launched the feature Enel requested but at the time of the request, it was relevant for only 0.04% of cars in Italy.

"We prioritise building the features drivers need most because we believe that innovation should be driven by user demand, not specific companies' requests," a Google spokesperson said.

The court is paying heed to developments in the digital world, said Dieter Paemen, a partner at law firm Clifford Chance.

"The judgment is in line with the European tradition of supporting interoperability as a means to ensure competition, reflected in 30 years of EU competition law, from the 1980s IBM Undertaking, to the 2004 Microsoft judgment and the provisions of the recent EU DMA," he said.

In the IBM Undertaking, the computer giant provided certain interface information to competitors in the European Economic Community. In 2004, EU regulators imposed a 497 million euro fine on Microsoft for not making data available to rivals and for tying Media Player to its operating system.

The Digital Markets Act (DMA), which came into effect in March 2024, sets out a list of dos and don'ts for digital gatekeepers such as Google as part of the EU's goal of securing a level playing field.

"The judgment appears to reflect a willingness to innovate EU antitrust law in the face of unprecedented challenges that digital platforms present to competition," Paemen said.

The ruling is final and cannot be appealed. The Italian Council of State will now have to rule on Google's appeal in accordance with the CJEU judgment.

The case is C-233/23 Alphabet and Others.

($1 = 0.9558 euros)

Reporting by Foo Yun Chee Editing by Christina Fincher and Richard Chang

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An agenda-setting and market-moving journalist, Foo Yun Chee is a 21-year veteran at Reuters. Her stories on high profile mergers have pushed up the European telecoms index, lifted companies' shares and helped investors decide on their next move. Her knowledge and experience of European antitrust laws and developments helped her break stories on Microsoft, Google, Amazon, Meta and Apple, numerous market-moving mergers and antitrust investigations. She has previously reported on Greek politics and companies, when Greece's entry into the eurozone meant it punched above its weight on the international stage, as well as on Dutch corporate giants and the quirks of Dutch society and culture that never fail to charm readers.

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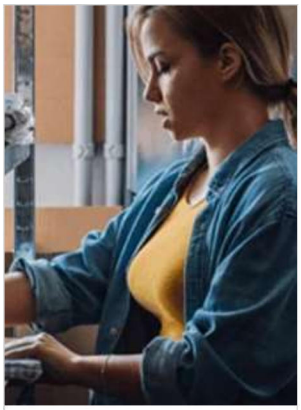
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Google to change global advertising practices in landmark antitrust deal

By **Mathieu Rosemain**

June 7, 2021 7:28 PM EDT · Updated June 7, 2021

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French watchdog fines U.S. tech giant $268 mln

Google says it will make changes, some globally

Watchdog says publishers could seek damages

French minister says Google 'rightly sanctioned'

PARIS, June 7 (Reuters) - Google (GOOGL.O) said it would make changes to its global advertising business to ensure it did not abuse its dominance, bowing to antitrust pressure for the first time in a landmark settlement with French authorities.

The deal with the French competition watchdog could help rebalance the power over advertising in favour of publishers, which held sway over the business in the pre-internet era but lost control with the rapid rise of Google and Facebook (FB.O).

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The settlement, announced on Monday and included a fine on of 220 million euros ($268 million), was the first time the U.S. tech giant had agreed to make changes to its ads business, which brings in the bulk of its revenue.

"The decision to sanction Google is of particular significance because it's the first decision in the world focusing on the complex algorithmic auction processes on which the online ad business relies," said France's antitrust chief Isabelle de Silva.

The French settlement alone may not meaningfully affect industry market share, according to ad-supported media companies and Google's advertising rivals. But they hope it inspires similar antitrust cases in the United States and other jurisdictions.

"This decision is a key milestone to re-energize competition and innovation in the ad tech space, and publishers, who are the primary victims of Google practices, will ultimately benefit from it, but the battle is only beginning," said Arnaud Creput, chief executive of Smart, which provides ad tech to publishers.

France's case did not address, for example, Google's control of its dominant search and YouTube properties to thwart competition. It also did not discuss user privacy curbs Google is to introduce on the web that could benefit it at the expense of competitors.

Instead, the watchdog focused on the ties between Google Ad Manager, used by publishers to auction ad space, and Google AdX, one of several marketplaces which can manage auctions.

Google grew market share of both services by sharing strategic data across them and barring them from operating as smoothly with rival systems, the authority said.

The privileged relationship "deprived" publishers from benefiting from potential industry competition, it said.

Under the terms of the settlement, Google committed for three years to level the playing field better for AdX with an independent trustee monitoring the situation, the French watchdog said. Some changes would be implemented by the first quarter of 2022, it said, adding that Google would not appeal the decision.



[1/4] The logo of Google is seen on a building at La Defense business and financial district in Courbevoie near Paris, France, September 1, 2020. REUTERS/Charles Platiau Purchase Licensing Rights

"We will be testing and developing these changes over the coming months before rolling them out more broadly, including some globally," the company added.

Feedback

The ad practices of tech giants, whose success relies on the trove of data they have amassed over the years, have infuriated many publishers globally. The French antitrust authority said its decision opened the way for publishers who felt disadvantaged to seek damages from Google.

Most of Google's sales come from search and YouTube ads. But last year about $23 billion was tied to helping publishers sell ads, drawing antitrust scrutiny to the connections between Google's businesses, plus calls from some critics to break up the company.

French Finance Minister Bruno Le Maire welcomed the watchdog decision.

"The practices put in place by Google to favour its own advertising technologies have affected press groups, whose business model is heavily dependent on ad revenues," he said.

"These are serious practices and they have been rightly sanctioned."

It launched its investigation in 2019 following a complaint from News Corp (NWSA.O), French news publishing group Le Figaro and Belgian press group Rossel.

News Corp struck a global news deal with Google in February, one of the most extensive deals of its kind with big tech.

"We haven't been involved in the case in France since we concluded our deal with Google in February, but we remain pleased by the progress of our global partnership, and are hopeful for a long and fruitful relationship in the years ahead," a News Corp spokesman said.

Groupe Le Figaro declined to comment while Rossel did not respond to a request for comment.

($1 = 0.8225 euro)

Reporting by Mathieu Rosemain, Editing by Sarah White

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Mathieu Rosemain
Thomson Reuters

Mathieu is part of Reuters' finance team, covering French banks and major M&A stories in the country and in Europe. A graduate of Sciences Po university, Mathieu previously covered the Tech beat at Reuters, following stints at Bloomberg News and French business daily Les Echos.

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France fines Google 500 mln euros over copyright row

By **Reuters**

July 13, 2021 9:40 AM EDT · Updated July 13, 2021

Aa

Summary Companies

France slaps fine on Google in row with news publishers

Google disappointed but will adapt its offers

PARIS, July 13 (Reuters) - France's antitrust watchdog slapped a 500 million euro ($593 million) fine on Alphabet's Google (GOOGL.O) on Tuesday for failing to comply with the regulator's orders on how to conduct talks with the country's news publishers in a row over copyright.

The fine comes amid increasing international pressure on online platforms such as Google and Facebook (FB.O) to share more revenue with news outlets.

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The U.S. tech group must now come up with proposals within the next two months on how it would compensate news agencies and other publishers for the use of their news. If it does not do that, the company would face additional fines of up to 900,000 euros per day.

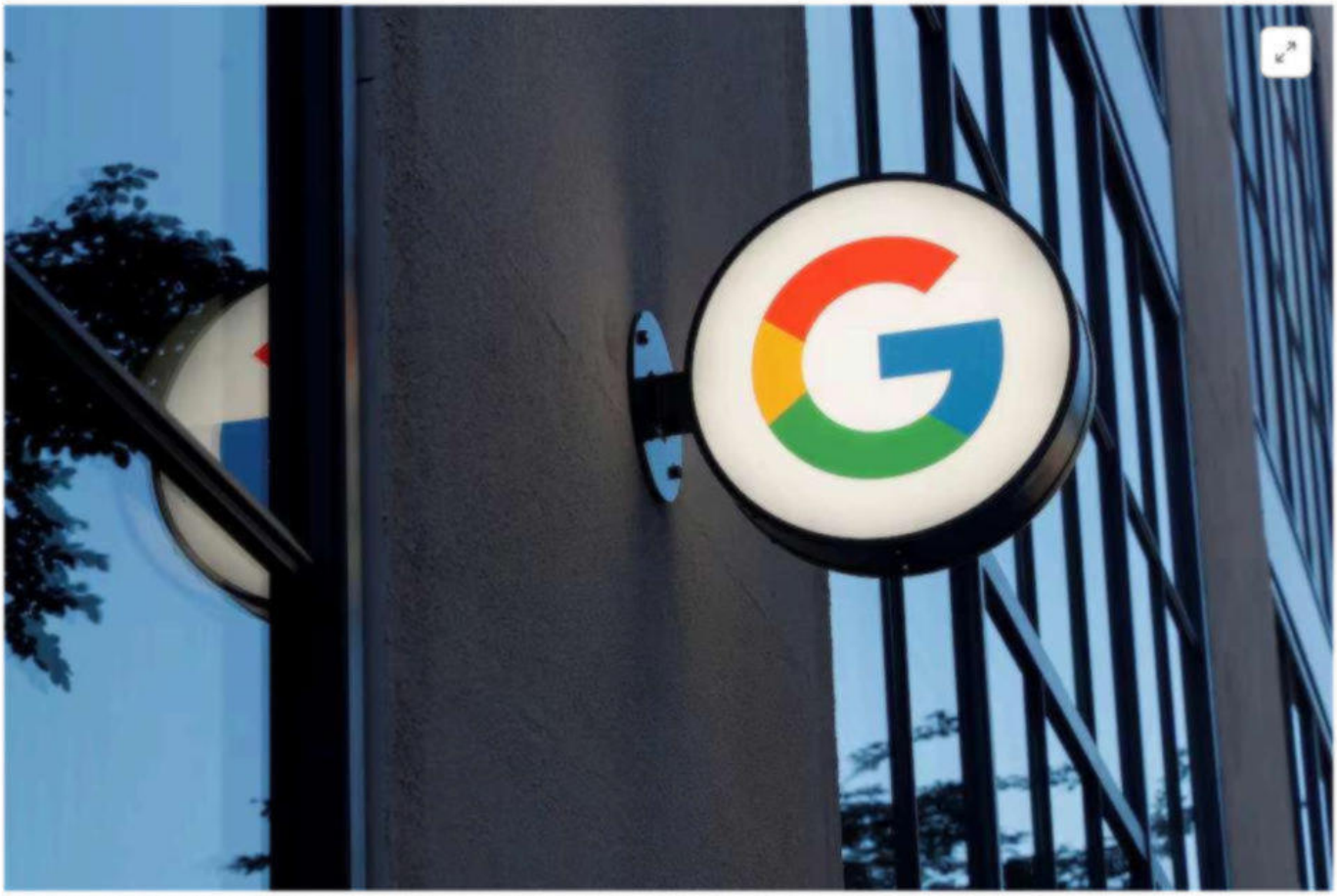
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21

Google said it was very disappointed with the decision but would comply.

"Our objective remains the same: we want to turn the page with a definitive agreement. We will take the French Competition Authority's feedback into consideration and adapt our offers," the U.S. tech giant said.

A Google spokesperson added: "We have acted in good faith throughout the entire process. The fine ignores our efforts to reach an agreement, and the reality of how news works on our platforms."



[1/3] A sign is seen at the entrance to the Google retail store in the Chelsea neighborhood of New York City, U.S., June 17, 2021. REUTERS/Shannon Stapleton Purchase Licensing Rights

News publishers APIG, SEPM and AFP accuse the tech company of having failed to hold talks in good faith with them to find common ground for the remuneration of news content online, under a recent European Union directive that creates so-called "neighbouring rights".

The case itself focused on whether Google breached temporary orders issued by the antitrust authority, which demanded such talks take place within three months with any news publishers that ask for them.

"When the authority decrees an obligation for a company, it must comply scrupulously, both in the spirit and letter (of the decision). Here, this was unfortunately not the case," the antitrust body's chief, Isabelle de Silva, said in a statement. She also said the regulator considered that Google had not acted in good faith in its negotiations with the publishers.

APIG, which represents most major French print news publishers including Le Figaro and Le Monde, remains one of the plaintiffs, even though it signed a framework agreement with Google earlier this year, sources have told Reuters. This framework deal has been put on hold pending the antitrust decision, the sources said. read more

The framework agreement, which many other French media outlets criticised, was one of the highest-profile deals under Google's "News Showcase" programme to provide compensation for news snippets used in search results, and the first of its kind in Europe.

Google agreed to pay $76 million over three years to a group of 121 French news publishers to end the copyright row, documents seen by Reuters showed. read more

It followed months of bargaining between Google, French publishers and news agencies over how to apply the revamped EU copyright rules, which allow publishers to demand a fee from online platforms showing extracts of their news. read more

Reporting by Christian Lowe, additional reporting by Supantha Mukherjee Writing by Mathieu Rosemain and Ingrid Melander; editing by John Irish, Keith Weir and Jane Merriman

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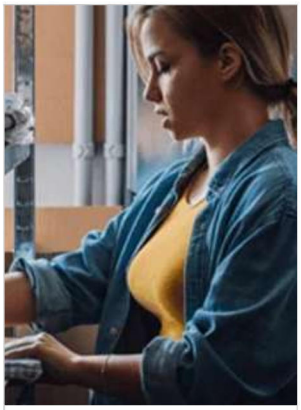
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Equinix enters into multiple advanced nuclear deals to power data centers

Business · August 14, 2025 · 8:07 AM EDT · 4 mins ago

Major data center developer and operator Equinix has entered into several advanced nuclear electricity deals, including power purchase agreements for fission energy and pre-ordering microreactors for its operations, the company said on Thursday.

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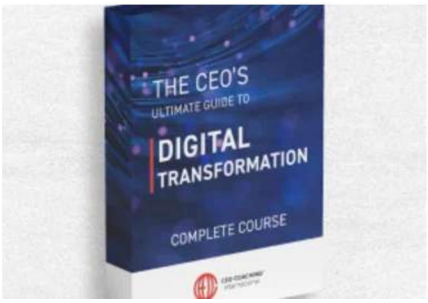
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S.Korea fines Google $177 mln for blocking Android customisation

By **Heekyong Yang**

September 14, 2021 6:15 PM EDT · Updated September 14, 2021



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SEOUL, Sept 14 (Reuters) - South Korea's antitrust regulator has fined Alphabet Inc's (GOOGL.O) Google 207 billion won ($176.64 million) for blocking customised versions of its Android operating system (OS), in the U.S. technology giant's second setback in the country in less than a month.

The Korea Fair Trade Commission (KFTC) said on Tuesday Google's contract terms with device makers amounted to an abuse of its dominant market position that restricted competition in the mobile OS market. read more

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22

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Google said in a statement it intends to appeal the ruling, saying it ignores the benefits offered by Android's compatibility with other programs and undermines advantages enjoyed by consumers.

"The Korea Fair Trade Commission's decision is meaningful in a way that it provides an opportunity to restore future competitive pressure in the mobile OS and app market markets," KFTC Chairperson Joh Sung-wook said in a statement.

The antitrust regulator said this could be the ninth-biggest fine it has ever imposed.

KFTC said Google hampered competition by making device producers abide by an "anti-fragmentation agreement (AFA)" when signing key contracts with it regarding app store licences.



[1/2] Google app is seen on a smartphone in this illustration taken, July 13, 2021. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights

Under the AFA, manufacturers could not equip their handsets with modified versions of Android, known as "Android forks". That has helped Google cement its market dominance in the mobile OS market, the KFTC said.

Under the ruling, Google is banned from forcing device makers to sign AFA contracts, allowing manufacturers to adopt modified versions of Android OS on their devices.

In one instance, Samsung Electronics Co Ltd (005930.KS) launched a smartwatch with a customised OS in 2013 but switched to a different OS after Google regarded the move as an AFA violation, KFTC said. Samsung Electronics declined to comment.

The fine comes on the day that an amendment to South Korea's Telecommunications Business Act - popularly dubbed the "anti-Google law" - came into effect.

The bill was passed in late August and it bans app store operators such as Google from requiring software developers to use their payment systems. The requirement had effectively stopped developers from charging commission on in-app purchases. read more

Last year, India's antitrust body ordered an investigation into allegations that Google was abusing its market position to promote its payments app as well as forcing app developers to use its in-app payment system. read more

($1 = 1,171.8500 won)

Reporting by Heekyong Yang; Editing by Christopher Cushing and Ana Nicolaci da Costa

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· August 14, 2025 · 7:32 AM EDT · 29 mins ago

Foxconn on Thursday forecast a significant rise in third-quarter revenue as the world's biggest iPhone maker said it had for the first time made more money from its AI server business than from smart electronics last quarter.

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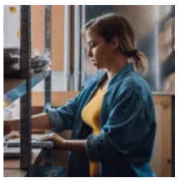


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Italy's antitrust regulator fines Google, Apple over data use

By **Reuters**

November 29, 2021 5:40 PM EST · Updated November 29, 2021

Aa



[1/2] A 3D printed Google logo is placed on the Apple Macbook in this illustration taken April 12, 2020. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights

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ROME, Nov 26 (Reuters) - Italy's antitrust regulator has fined Alphabet's Google (GOOGL.O) and iPhone maker Apple (AAPL.O) 10 million euros ($11.2 million) each for "aggressive practices" linked to the commercial use of user data.

The authority said in statement the two tech groups did not provide "clear and immediate information" on how they collect and use the data of those who access their services.

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Both Google and Apple said they disagreed with the antitrust's decision and that they would appeal it.

The watchdog said that when users set up their account with Google, the system was designed in such a way that the terms and conditions on data usage were set up to be accepted.

In the case of Apple, users do not have a choice on the issue, the antitrust regulator added.

"We provide industry-leading transparency and control to all users, so they can choose what information to share or not, and how it's used," Apple said in a statement, describing the regulator's view as "wrong".

Google said in a statement it followed "fair and transparent practices to provide users with useful services, as well as provide clear information on their use".

The fine is the maximum amount the watchdog can apply in these cases, the regulator said.

($1 = 0.8903 euros)

Reporting by Giulia Segreti; Additional reporting by Elvira Pollina and Maria Pia Quaglia; Editing by Edmund Blair

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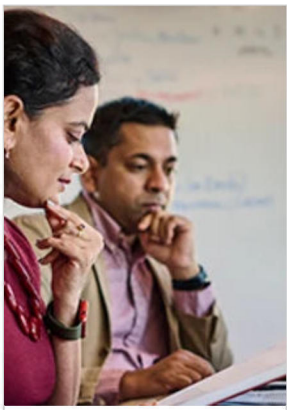
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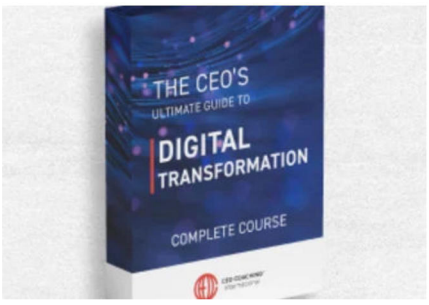
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Italy court rejects Google's appeal against watchdog fine, accepts Apple's one

By Reuters

November 18, 2022 11:50 AM EST · Updated November 18, 2022



The logo of Google is pictured during the Viva Tech start-up and technology summit in Paris, France, May 25, 2018. REUTERS/Charles Platiau/File Photo Purchase Licensing Rights

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MILAN, Nov 18 (Reuters) - An Italian administrative court on Friday rejected an appeal by Alphabet's Google (GOOGL.O) against a decision by Italy's antitrust authority to fine the group, but accepted iPhone maker Apple's (AAPL.O) appeal against the watchdog's ruling.

Last year, Italy's antitrust regulator fined Google and Apple 10 million euros ($10.36 million) each, claiming that the two tech groups had not provided "clear and immediate information" on how they collect and use the data of those who access their services.

Learn about the latest breakthroughs in AI and tech with the Reuters Artificial Intelligencer newsletter. Sign up here.

Both Google and Apple had no immediate comment.

($1 = 0.9655 euros)

Andrea Mandalà and Elvira Pollina, editing Federico Maccioni

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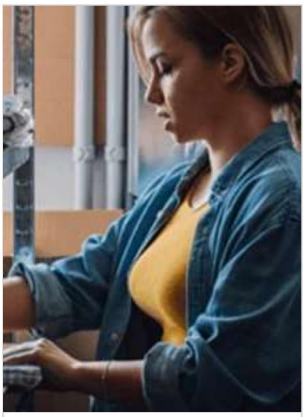
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US Supreme Court declines for now to block Mississippi social media age-check law

Legal · August 14, 2025 · 2:58 PM EDT · 14 mins ago

The U.S. Supreme Court declined on Thursday to put on hold a Mississippi law requiring that users of social media platforms verify their age and that minors have parental consent in a challenge by a trade group whose members include Meta's Facebook, Alphabet's YouTube and Snapchat .

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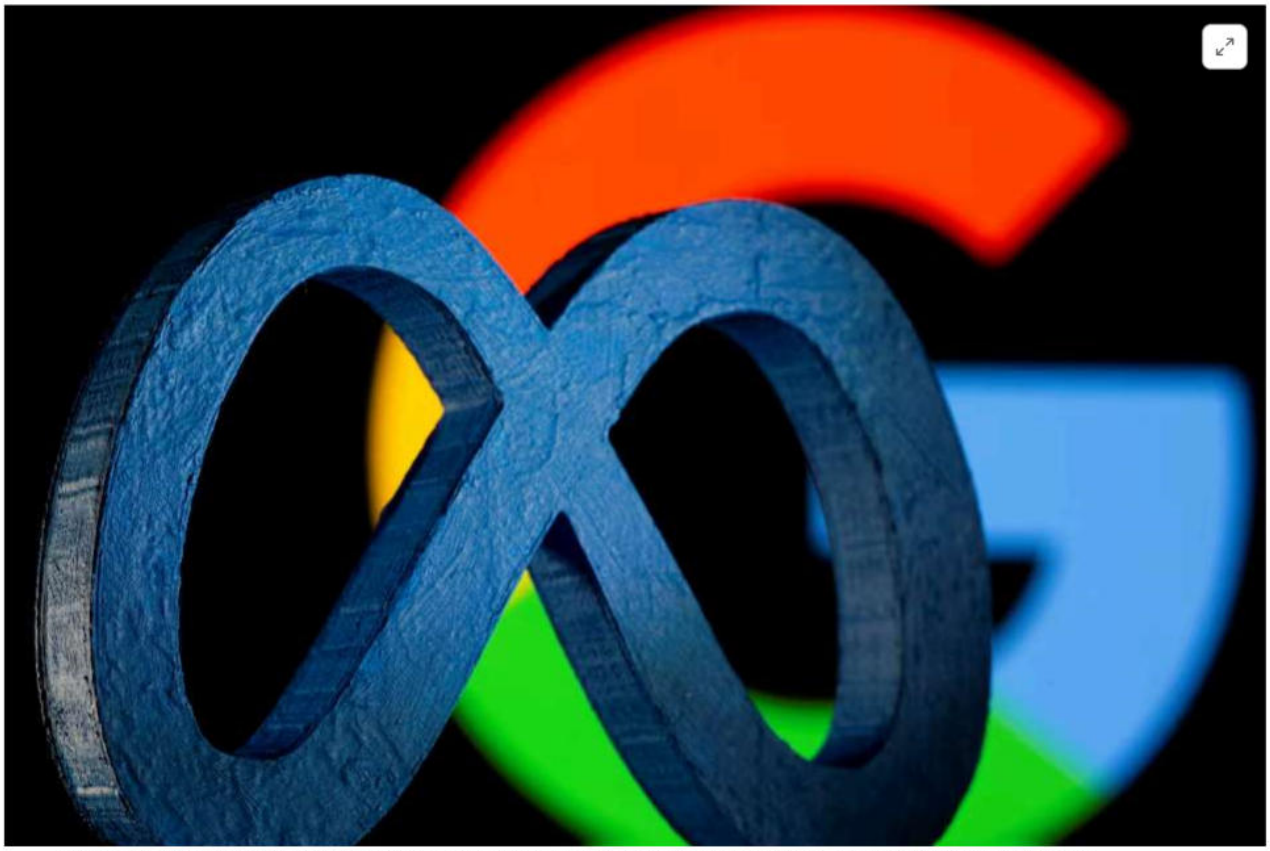
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Google hit with 150 mln euro French fine for cookie breaches

By **Mathieu Rosemain**

January 6, 2022 4:46 PM EST · Updated January 6, 2022



[1/2] A 3D printed Facebook's new rebrand logo Meta is seen in front of displayed Google logo in this illustration taken on November 2, 2021. REUTERS/Dado Ruvic/Illustration/File Photo Purchase Licensing Rights

Summary Companies

Facebook also fined 60 mln euros

Second fine for Google over cookie breaches

PARIS, Jan 6 (Reuters) - France's data privacy watchdog CNIL said on Thursday it had fined Alphabet's Google (GOOGL.O) a record 150 million euros ($169 million) for making it difficult for internet users to refuse online trackers known as cookies.

Meta Platforms' Facebook (FB.O) was also fined 60 million euros for the same reason, the CNIL said.

EXHIBIT

25

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Internet users' prior consent for the use of cookies -- tiny snippets of data that help build targeted digital ad campaigns -- is a key pillar of the European Union's data privacy regulation and a top priority for the CNIL.

"When you accept cookies, it's done in just one click," said Karin Kiefer, CNIL's head for data protection and sanctions. "Rejecting cookies should be as easy as accepting them".

In its statement, the watchdog said it had found that the facebook.com, google.fr and youtube.com websites didn't allow the refusal of cookies easily, citing Google's video-streaming platform.

The CNIL said the two companies had three months to comply with its orders or face an extra penalty payment of 100,000 euros per day of delay.

These include the obligation for Google and Facebook to provide French internet users simpler tools for refusing cookies, in order to guarantee their consent.

The CNIL said that while Google and Facebook provided a virtual button to allow the immediate acceptance of cookies, there was no equivalent to refuse them as easily.

"People trust us to respect their right to privacy and keep them safe. We understand our responsibility to protect that trust and are committing to further changes and active work with the CNIL in light of this decision," a Google spokesperson said.

Facebook did not immediately respond to a request for comment.

CNIL's previous record fine in 2020 also targeted Google and amounted to 100 million euros.

At the time, the CNIL found that Google's French websites didn't seek the prior consent of visitors before advertising cookies were saved on computers and failed to provide clear information about how it intended to make use of them. read more

Kiefer said the issues have been resolved since then.

In 2020, the CNIL strengthened consent rights over ad trackers, saying websites operating in France should keep a register of internet users' refusal to accept cookies for at least six months.

It also said internet users should be able to easily reconsider any initial agreement concerning cookies via a web link or an icon that should be visible on all the website pages.

($1 = 0.8856 euros)

Reporting by Mathieu Rosemain and Benoit Van Overstraeten; Editing by Sudip Kar-Gupta, Mark Potter and Emelia Sithole-Matarise

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Europe | Data Privacy

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Mathieu Rosemain
Thomson Reuters

Mathieu is part of Reuters' finance team, covering French banks and major M&A stories in the country and in Europe. A graduate of Sciences Po university, Mathieu previously covered the Tech beat at Reuters, following stints at Bloomberg News and French business daily Les Echos.

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USAID failed to monitor uses of Musk's Starlink terminals sent to Ukraine, says watchdog

World · August 14, 2025 · 5:56 PM EDT · 18 mins ago

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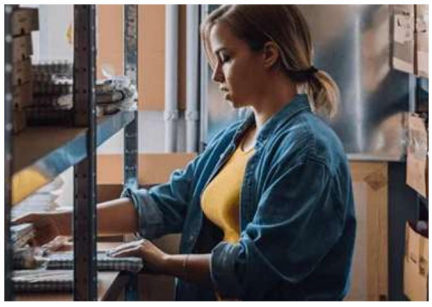
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