



EUROPEAN COMMISSION

Cabinet of President Ursula von der Leyen
Member of Cabinet

Brussels 27 November 2020
CA.1.CAB STAFF/

SHORT NOTES OF A MEETING

Subject: Meeting of Anthony Whelan with European Publishers Council on 28 January 2020 (*State of media sector, copyright implementation, advertising market, digital services, data*)

Neighbouring press right :

- Spanish news – traffic went up substantially again after Google News left market. Google News is less important both to publishers and to Google, as search integrates commercial and non-commercial.

Advertising :

- Google controls both buy and sell side of market. Growing divergence of advertising share of Google and network partners. Google uses own metrics, changes algorithms, terms & conditions frequently.
- GDPR compliance cost a lot but customer outcomes have not improved, as Google/FB still easily obtain consent for tracking across the web, little gain for first party.

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Anthony WHELAN