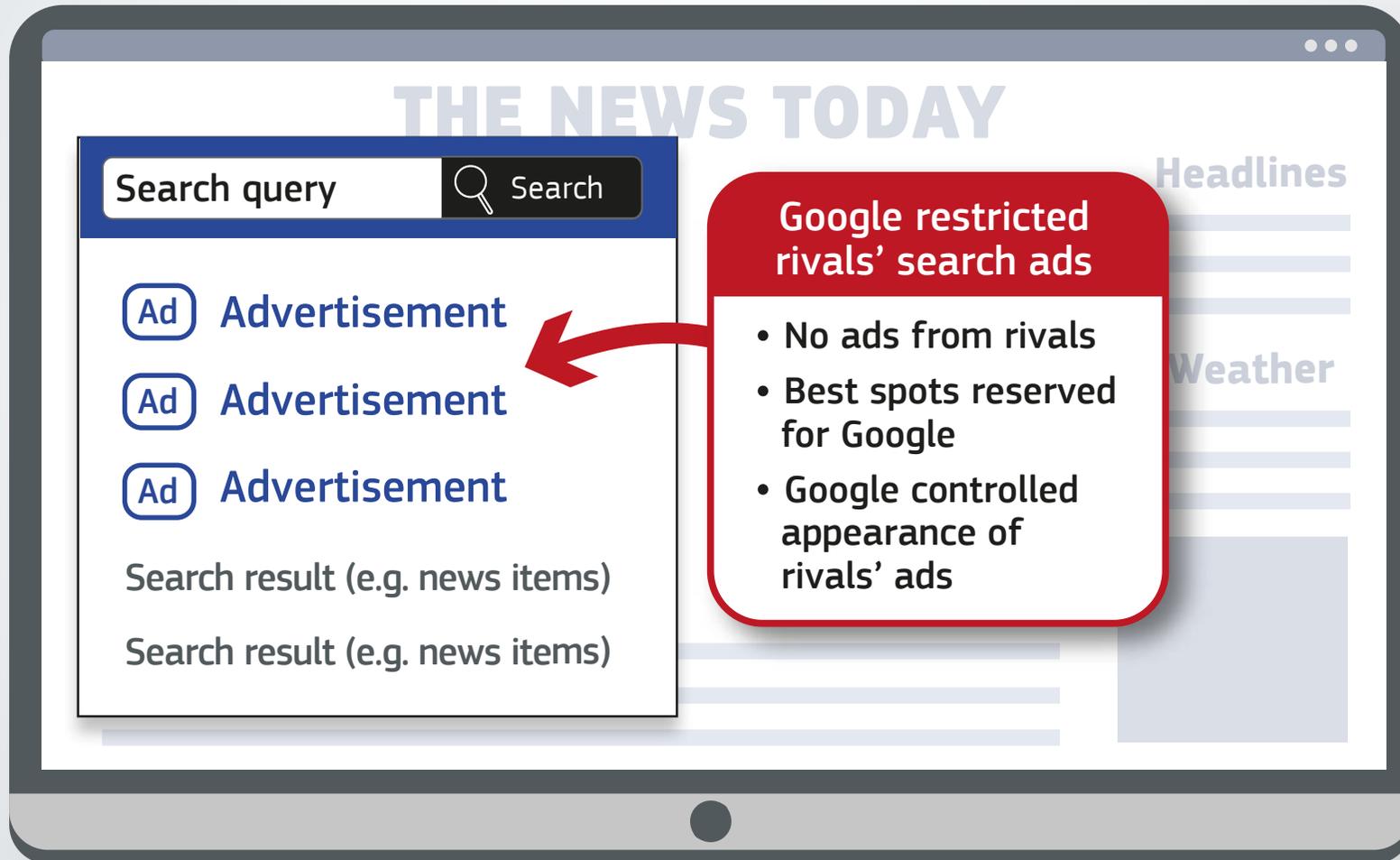


# Google's AdSense restrictions protect its dominance in search advertising



**THE NEWS TODAY**

Search query  Search

(Ad) Advertisement

(Ad) Advertisement

(Ad) Advertisement

Search result (e.g. news items)

Search result (e.g. news items)

**Google restricted rivals' search ads**

- No ads from rivals
- Best spots reserved for Google
- Google controlled appearance of rivals' ads

Headlines

Weather