

GOOGLE FACES MULTI-BILLION POUND DAMAGES ACTION ON BEHALF OF UK SEARCH ADVERTISERS

- Leading competition law expert, Dr Or Brook has initiated an opt-out competition damages claim against Google at the UK Competition Appeal Tribunal. The claim is being brought by Or Brook Class Representative Limited, a company entirely owned and controlled by Dr Brook, on behalf of UK-based advertisers who have used advertising services provided by Google.
- Dr Brook alleges that Google has used its dominant position to exclude actual and potential competitors from the general search and search advertising markets, allowing Google to charge supra-competitive ad prices.
- The claim, estimated to be worth in the region of £5bn, seeks compensation for thousands of UK advertisers who have been harmed because of Google's behaviour.

London, 16 April 2025

Or Brook Class Representative Limited, a company wholly owned and controlled by leading competition law academic, Dr Or Brook has filed a claim against Google before the UK Competition Appeal Tribunal ("CAT"), where the total damages are estimated to be in the region of £5bn. Google is accused of forcing mobile phone manufacturers and network operators to pre-install Google Search and Chrome on Android devices as well as paying Apple billions of pounds to set Google as the default search engine on Safari, the pre-installed browser for all Apple devices. Google's anti-competitive tactics ensure its default position and prevent rivals from competing in the general search and search advertising markets. This has driven up prices for search advertising, causing significant losses to those paying for such advertising.

Dr Brook's action seeks compensation for the overcharge suffered by all UK businesses that purchased advertising space on Google search pages from 1 January 2011 onwards. These organisations will automatically be part of the action unless they choose to opt out of the claim.

The claim is backed by a legal team composed of competition litigation and digital markets specialists, Geradin Partners, and a counsel team of Robert O'Donoghue KC (Brick Court Chambers), Kieron Beal KC (Blackstone Chambers), Daniel Carall-Green (Fountain Court), Camilla Cockerill (4 New Square Chambers) and Ruth Flame (Fountain Court Chambers). Fiona Scott Morton, Theodore Nierenberg, Professor of Economics at the Yale School of Management, and Matt Hunt of AlixPartners bring significant expertise to the claim. Dr Brook has secured funding from Burford Capital, the leading global finance and asset management firm focused on law, as well as adverse costs protection.

Dr Or Brook, representing all affected advertisers, commented:

"Today, UK businesses and organisations, big or small, have almost no choice but to use Google ads to advertise their products and services. Regulators around the world have described Google as a monopoly and securing a spot on Google's top pages is essential for visibility. Google has been leveraging its dominance in the general search and search advertising market to overcharge advertisers."

This class action is about holding Google accountable for its unlawful practices and seeking compensation on behalf of UK advertisers who have been overcharged.”

Founding Partner of Geradin Partners, Damien Geradin, said

"Google is one of the most powerful companies in the world. However, through a range of deliberate and exclusionary practices, it has sought to eliminate its rivals and dominate the search advertising market, ultimately overcharging UK advertisers by billions of pounds.

This is the first claim of its kind in the UK that seeks redress for the harm caused specifically to businesses who have been forced to pay inflated prices for advertising space on Google pages.

We are fully committed to holding Google accountable and securing fair compensation for affected organisations and businesses.”

More information on the claim and regular updates for the proposed class can be found at: <https://searchadvertisersclaim.co.uk/>

NOTES TO EDITORS

Contact: geradin@thorndonpartners.com; + 447470325664

Website for affected organisations to register their interest and find more information: <https://searchadvertisersclaim.co.uk/>

About Dr Or Brook: Dr Or Brook is a highly experienced competition law expert, and currently an Associate Professor of Competition Law and Policy at the School of Law at the University of Leeds. An award-winning academic, Dr Brook has an impressive, interdisciplinary background. Prior to earning a PhD from the Amsterdam Centre for European Law and Governance, she worked as an associate attorney dealing with commercial litigation. Dr Brook also holds an LLB in economics and in law (distinction) and an LLM in European Competition Law and Regulation (distinction). Dr Brook has created a special purpose company, of which she is the sole owner and controller, which will be the registered entity bringing the case on her behalf.

About Geradin Partners: Geradin Partners is a specialist competition law, competition litigation, and digital regulation firm. Renowned for its expertise in competition law and digital regulation, the firm has represented clients in several landmark European and UK cases, including acting for class representatives in other collective actions in the Competition Appeal Tribunal.

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