

# Overview of the Violation

## Google

Transaction on  
implementation  
of Search  
Functionality

**Unjustly  
restrict  
business  
activities**

MADA

RSA

Requiring preinstallation  
and prime placement of  
Google Search & Chrome  
with a license of Google  
Play

Requiring to exclude rival  
search services as  
conditions for sharing  
advertising revenue

**Rival General  
Search  
Providers**

Our services  
**less** likely to be  
implemented...

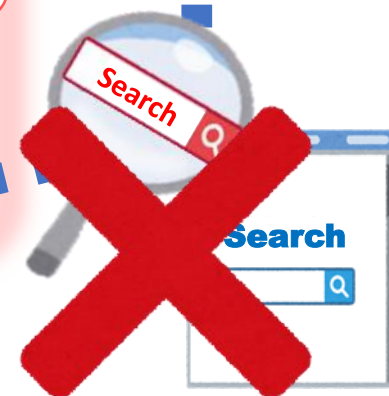
**Android OEMs, etc.**

Selling  
Android  
Smartphones

Google Search available  
on Android Smartphones

**Users**

Accessing  
General  
Search  
Services



# Android Smartphone Screen Layout related to General Search Services

## 【Browser Search Setting】

### 【Address Bar】

Display field for URL (also used as search box)

### 【Startup Page】

Page shown when launching browser

Tap the browser app icon



Setting Example : Search site (image)

### 【Homepage】

Page opened by tapping home button



Home Button (image)



Setting Example : MNO's home page (image)

### 【New Tab Page】

Page opened by tapping tab button



Tab Button (image)



Setting Example : Search site (image)



Android Smartphone Home Screen (image)

 : **Search Box** (search query input field)  
↑ where Search Functionality is implemented

**Widget** : Visual representation on the home screen, etc. to use some of app's functionality

### 【Search Widget】

Users can enter search queries without launching the app

**Icon** : Small picture or symbol on the device's screen to launch the app

### 【Search App】

Application that allows users to conduct general searches

Tap the icon



In-app search box (image)



**Dock** : App icons placement that fixedly appears at the bottom of the screen

**Home Screen** : The screen displayed when activating smartphones or tapping the home button (except for scrolled screen)

# Summary of the Cease and Desist Order

- (1) **Ceasing of violations (e.g. by changing the provisions of MADA and RSA)**
- (2) Decision at its business execution organization (ceasing of violations and omission in the future)
- (3) • Notification to the Specified Android OEMs and the Specified MNO  
• Thorough dissemination to all its employees, etc.
- (4) **Omission in the future**
  - **Prohibiting from requiring preinstallation and prime placement of search and browser apps, etc. in conjunction with a license of Google Play**
  - **Prohibiting from requiring to exclude rival search services as conditions for providing money**  
(Note: Google is not prohibited from continuing to provide Android OEMs with a license to preinstall its apps for free.)
- (5) Establishment of compliance system
  - Compiling compliance action guidelines and dissemination to all its employees, etc.
  - Implementing regular training and audits
- (6) Independent third-party monitoring of the implementation of the measures ordered in (1) to (5) (for five years)
- (7) Independent third party report to the JFTC on the status of the implementation of the measures (for five years)



Ensuring options of placement of apps and search settings for Android OEMs, etc. and promoting competition between General Search Service providers