

The UK's Competition and Markets Authority (CMA) intends to determine whether Google should be granted the status of a company with "strategic market significance" in the field of online search and advertising. This status implies special attention from regulators and additional obligations to comply with antitrust laws.

New rules that came into effect in January significantly expand the powers of the CMA. The authority can now request more detailed information from companies, impose large fines for rule violations, and introduce measures aimed at enhancing competition.