



Judge Rules Google Holds Illegal Ad Monopoly

Description

A US judge says Google has a monopoly in online advertising. This means Google controls a big part of the market. The US Department of Justice and 17 states sued Google. They said Google was breaking the law by dominating online ads.

This is the second time this year that Google lost an antitrust case. Earlier, a judge ruled that Google also has a monopoly on online search. Google will appeal this decision.

Lee-Ann Mulholland, a Google executive, said many publishers choose Google because its ad tools are simple and effective. The judge, Leonie Brinkema, said Google did bad things to keep its power. She said this hurt customers and the competition.

Google's lawyers believe the case focused too much on the past. They pointed out that other companies like Amazon are also in ad tech.

This ruling is an important win for the US government. It shows that big tech companies can be held accountable. The case will now move to a new phase to decide what happens next. Some people think Google might have to sell parts of its business.

Vocabulary List:

1. **Monopoly** /mə'nɒp.əl.i/ (noun): The exclusive possession or control of the supply or trade in a commodity or service.
2. **Dominating** /'dɒm.ɪ.neɪ.tɪŋ/ (verb): Having a commanding influence on; commanding or controlling.
3. **Antitrust** /,æn.tɪ'trʌst/ (adjective): Relating to legislation preventing or controlling trusts or monopolies.
4. **Accountable** /ə'kaʊn.tə.bəl/ (adjective): Required or expected to justify actions or decisions; responsible.
5. **Ruling** /'ruː.lɪŋ/ (noun): An official decision made by a judge or an authority.
6. **Competition** /,kɒm.pə'tɪʃ.ən/ (noun): The activity or condition of competing against others to achieve a goal.

Vocabulary quizzes

Multiple Choice (Select the Correct answer for each question.)

1. Which term describes a market where there is only one seller with significant market power?
Option: Competition
Option: Dominating



- Option: Antitrust
- Option: Monopoly

2. What economic concept refers to the rivalry among sellers trying to achieve such goals as increasing profits?

- Option: Tools
- Option: Trend
- Option: Upload
- Option: Competition

3. What is the capacity of a physical system to do work?

- Option: Accountable
- Option: Energy
- Option: Responsible
- Option: Impact

4. What are taxes or duties to be paid on a particular class of imports or exports?

- Option: Mistakes
- Option: Extension
- Option: Operations
- Option: Tariffs

5. Which term describes the process or activity of running a business organization etc.?

- Option: Resolve
- Option: Ban
- Option: Administration
- Option: Paleolithic

6. What term refers to fully and clearly expressed or demonstrated without any vagueness in meaning?

- Option: Access
- Option: Extort
- Option: Explicit
- Option: Moderators

7. Which term refers to the process of designing and building an executable computer program for accomplishing a specific task?

- Option: Risky
- Option: Coding
- Option: Resolve
- Option: Ban

8. What term describes the gradual development of something into a more complex or better form?

- Option: Neanderthals



- Option: Artifacts
- Option: Evolve
- Option: Denisovans

9. Which term describes things made up of complicated or interrelated parts?

- Option: Explicit
- Option: Complex
- Option: Access
- Option: Extort

10. What is the ability or right to use something or to enter a place typically guided or controlled by someone else's authority?

- Option: Moderators
- Option: Coding
- Option: Access
- Option: Risk

Gap-Fill (Fill in the blanks with the correct word from the vocabulary list.)

11. _____ laws are designed to protect consumers and promote competition by prohibiting unfair business practices.

12. Due to popular demand the event was _____ for another week.

13. The recent policy changes are expected to have a significant _____ on the financial markets.

14. It is crucial to _____ conflicts in the workplace in a timely and effective manner.

15. The project team was highly _____ in the development of the new product.

16. The online forum relies on community _____ to maintain a respectful and constructive environment.

17. We can learn valuable lessons from our past _____ and strive to avoid repeating them.



18. As a team leader you are _____ for ensuring that project deadlines are met.
19. The new manager streamlined the company's _____ to improve efficiency and reduce costs.
20. The _____ era is characterized by the use of stone tools and the development of early human societies.

Matching Sentences (Match each definition to the correct word from the vocabulary list.)

21. The government decided to prohibit the sale of alcohol in certain areas to address public health concerns.
22. Businesses strive to outperform their rivals in a competitive market to attract more customers.
23. Users can easily transfer files from their devices to the cloud by using the feature on the website.
24. Archaeologists discovered ancient tools and pottery that provided insights into the daily lives of early civilizations.
25. Evidence suggests that coexisted with early modern humans during prehistoric times.
26. Recent genetic studies have revealed the interbreeding between ancient humans and in Asia.
27. The criminal group attempted to money from the business owner by threatening to harm his family.
28. Investing in highly volatile stocks can be financially rewarding but also comes with significant risks.
29. Managers should be for their decisions and the outcomes of their actions within the organization.
30. Engineers use specialized to measure temperature and pressure in industrial processes.

Answer

Multiple Choice: 1. Monopoly 2. Competition 3. Energy 4. Tariffs 5. Administration 6. Explicit 7. Coding 8. Evolve 9. Complex 10. Access

Gap-Fill: 11. Antitrust 12. extended 13. impact 14. resolve 15. involved 16. moderators 17. mistakes 18. responsible 19. operations 20. Paleolithic

Matching sentence: 1. Ban 2. Competition 3. Upload 4. Artifacts 5. Neanderthals 6. Denisovans 7. Extort 8. Risky



9. Accountable 10. Tools

CATEGORY

1. Sci/Tech - LEVEL1

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