

# Google sees Amazon as its biggest competition

BERLIN, GERMANY: Google boss Eric Schmidt said his company's biggest competition as a search engine came from e-commerce company Amazon, and not from other search engines.



Google's Eric Schmidt says that its biggest competitor is Amazon and probably some small start-up company that nobody has heard about yet.  
Image: [9to5 Google](#)

In remarks prepared for delivery in Berlin, Schmidt hit back at accusations that Google as the world's biggest search engine enjoyed unchallenged market dominance, saying that the sector was targeting the company on several fronts.

"Many people think our main competition is Bing or Yahoo. But, really, our biggest search competitor is Amazon," he said.

"People don't think of Amazon as search, but if you are looking for something to buy, you are more often than not looking for it on Amazon," he said.

He said that while Amazon's main mission was the commerce side of the equation, the company was essentially answering users' questions and searches, as Google is. He added that Google's market position was under constant threat from upstarts and innovators.

"Someone, somewhere in a garage is gunning for us. I know, because not long ago we were in that garage," he said.

## Competition comes from start-ups

"Change comes from where you least expect it. The next Google won't do what Google does, just as Google didn't do what AOL did," he said.

He said those who accused Google of gaining monopolistic power didn't understand the business.

"The reality is that Google works very differently from other companies that have been called gatekeepers, and regulated as such. We aren't a ferry. We aren't a railroad," he said.

"We aren't a telecommunications network or an electricity grid, with only one line going to your home, and no competitors allowed. No one is stuck using Google."

Google has been locked in battle with European Union regulators who say it will face formal charges if it fails to improve its proposals to resolve anti-trust complaints over its search engine. The California-based company previously avoided billions in potential fines when it struck a deal with the European Commission.

It agreed at the time to give equal prominence to rival services in its search results after competitors - including Microsoft and TripAdvisor - argued the company has abused its dominant position in the European market, where it accounts for 90% of traffic.

But the deal collapsed when the Commission received a flurry of new complaints from competitors.

Source: AFP via I-Net Bridge

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