

# Ministers urged to limit Facebook and Google's power over ad market | The Guardian

By Alex Hern

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Facebook could be forced to allow users to switch off personalised advertising, and Google required to hand valuable data about search engine usage to competitors, under new UK proposals to introduce competition into the digital advertising market.

The two companies accounted for 80% of all digital advertising spending in the UK last year, according to the Competition and Markets Authority (CMA), leading to fears the companies have developed "such unassailable market positions that rivals can no longer compete on equal terms".

In response, the CMA has recommended that the government creates a "Digital Markets Unit" with the power to force competition where none currently exists.

[...]

Source: [Ministers urged to limit Facebook and Google's power over ad market | Media | The Guardian](#)