



NEWS RELEASE

Attorney General Mike Hilgers

FOR IMMEDIATE RELEASE

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Attorney General Hilgers Announces Victory in Case Against Google for Monopolies in Digital Advertising

Attorney General Hilgers announced today a major court victory after the U.S. District Court for the Eastern District of Virginia found that Google has violated the law by maintaining illegal monopolies in the digital advertising technology industry, stifling competition and harming website publishers, advertisers, and consumers. Attorney General Hilgers joined a coalition of seventeen attorneys general joining the U.S. Department of Justice (DOJ) to sue Google in 2023, seeking to stop Google's anticompetitive conduct that threatens markets in the online advertising industry.

"Powerful technology companies need to respect the law just like everyone else, and today's result is a significant victory to hold the powerful accountable," stated Attorney General Mike Hilgers.

In January 2023, Attorney General Hilgers, DOJ, and the coalition of attorneys general [sued Google](#) for stifling competition in the advertising technology industry, harming website publishers, advertisers, and consumers. The lawsuit alleged Google's market power allows it to control nearly every aspect of online ad sales, allowing it to extract higher fees from advertisers while paying lower amounts to publishers for their ad space. This conduct hurts consumers and web publishers by making it harder for websites to make enough money on their advertising inventory, preventing them from offering internet users content for free, without subscriptions, paywalls, or alternative forms of monetization.

Today's decision, issued by Judge Leonie Brinkema of the Eastern District of Virginia, found Google liable for violating antitrust law by acquiring and maintaining monopolies in the publisher ad server and ad exchange markets for open-web display advertising. The judge also found Google liable for unlawfully tying together its publisher ad server and its ad exchange and that Google harmed competition, its own customers, and Internet users by imposing anticompetitive policies that reduced quality and increased prices.

A second phase of the trial to determine remedies for Google's conduct will take place at a later date.

This lawsuit is led by the attorneys general of New York, California, and Virginia and the DOJ, along with the attorneys general of Arizona, Colorado, Connecticut,

Illinois, Michigan, Minnesota, Nebraska, New Hampshire, New Jersey, North Carolina, Rhode Island, Tennessee, Washington, and West Virginia.

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Suzanne Gage
Director of Communications
Nebraska Attorney General's Office
Office: 402-471-2656
Mobile: 402-560-3518
Suzanne.gage@nebraska.gov