**Search Engine**

Rant is a particularly effective search engine, present in every country of the world. On the search engine advertising market Rant has a market share which fluctuates between 70 and 90%, depending on the country. If we take the whole of the on-line advertising market, its market share drops to 30% since you also have to take account of advertising on social media which is dominated at 75% by Facebook.

The reasons for Rant’s success are known: the performance of its search algorithm, the high profitability of its sales of advertising space, the diversification of services offered (weather, mapping, price comparison, smartphone operating system…).

A certain number of practices must now be examined from a perspective of their compliance with competition law.

* On **the so called "natural” search page** (that is to say, outside of the advertising framework placed at the top and alongside the search pages), Rant favors certain operators that it gives priority ratings to, without applying its neutral algorithm. These operators are those who are paying it for this service or with whom Rant has capitalistic-links.

Is this practice lawful? Does the search engine have freedom of classification?

* On **the** **social network tab,** Rant grades all references originating from social networks[[1]](#footnote-1). But it appears that Rant grades as priority all the references found on Twitter. This is explained by the existence of capitalistic-links maintained between Rant and Twitter.

Is this practice lawful? Can a search engine favor in this way a social network with which it has links?

* Rant is in the process of designing a driverless car that will function with mapping services in real time. To use the vehicle, **the application Rant Map is requisite.** Is this practice lawful or is there an illicit sale linked thereto?
* Rant’s resources ensue essentially from its advertising activity. One of the factors contributing to its attractiveness put forward by Rant is the quality and the amount of the data available to the search engine that enable it to propose a targeted advertising offer to the user. This data, allows for a better contextualization of advertising, and improves the performance of advertising campaigns. The usual practice for Rant to **use the data collected through the Rant navigation history** does it seem lawful to you?

Other players in the digital economy would like to have access to this data but Rant refuses to transfer them in accordance with the **rights to protection of privacy.** What do you think of this?

1. Practice inspired by the operational method of search engine Qwant. [↑](#footnote-ref-1)