

In the Matter of Google LLC and iHeartMedia, Inc.
File No. 202-3092

**ANALYSIS OF PROPOSED CONSENT ORDER AGAINST GOOGLE LLC
TO AID PUBLIC COMMENT**

The Federal Trade Commission (“Commission”) has accepted, subject to final approval, an agreement containing a consent order as to Google LLC (“Google” or “respondent”). The proposed consent order (“order”) has been placed on the public record for 30 days for receipt of comments by interested persons. Comments received during this period will become part of the public record. After 30 days, the Commission will again review the order and the comments received, and will decide whether it should withdraw the order or make it final.

This matter involves Google’s practices with respect to advertising for its Pixel 4 smartphone (the “Pixel 4”). The complaint alleges that Google wrote, recorded, and disseminated first-person endorsements for the Pixel 4 by local radio personalities in several states. The complaint further alleges that, in the advertising, the respondent represented that the radio personalities owned or regularly used the Pixel 4, and had used it to take pictures at night, when the radio personalities did not own or regularly use the phone, and had not used it to take pictures at night. The complaint alleges that Google’s representations were false and misleading, and violated Section 5(a) of the FTC Act.

The order includes injunctive relief that prohibits the alleged violations and fences in similar and related conduct for any Covered Product. Covered Product is defined as any: (i) Respondent consumer electronic product; (ii) any Respondent operating system for handheld devices; and (iii) any Respondent operating system or consumer-facing feature when marketed as part of any consumer electronic product.

Part I prohibits misrepresenting that an endorser has owned or used any Covered Product or about an endorser’s experience with any Covered Product.

Part II requires the respondent to cooperate in any Commission investigation or case related to the conduct that is the subject of the complaint.

Part III requires the respondent to distribute the order to certain persons and submit signed acknowledgments of order receipt.

Part IV requires the respondent to file compliance reports with the Commission, and to notify the Commission of changes in corporate structure that might affect compliance obligations.

Part V contains recordkeeping requirements for certain accounting records, personnel records, consumer complaints, training materials, and advertising and marketing materials, and all records necessary to demonstrate compliance with the order.

Part VI contains other requirements related to the Commission's monitoring of the respondent's order compliance.

Part VII provides the effective dates of the order, including that, with exceptions, the order will terminate in 20 years.

The purpose of this analysis is to facilitate public comment on the order, and it is not intended to constitute an official interpretation of the complaint or order, or to modify the order's terms in any way.