

Baroness Keeley
Chair, Communications and Digital Committee
House of Lords
London
SW1A 0PW

From: Sarah Cardell
Chief Executive

13 July 2026

Dear Baroness Keeley,

Thank you for your correspondence of 17 June and for the Committee's continued engagement with our work under the digital markets competition regime. I welcome your support for this work, which we remain committed to advancing across search, mobile platforms, and business software and cloud services.

Search and the publisher conduct requirement

The recent introduction of the publisher conduct requirement, the first under the regime, is an important milestone. It exemplifies the CMA's approach to delivering the regime in a targeted, evidence-based and participative way, while also being, as you note, the first intervention of its kind in the world. Publishers will now have effective tools to prevent their content being used to power AI features in search, such as AI Overviews, putting them in a stronger position to negotiate content deals with Google.

You are right to note that the impact of this measure will depend on effective monitoring and enforcement. The CMA has established a framework to assess both compliance with the obligations and wider outcomes, including how the conduct requirement is working in practice for publishers. We will closely monitor whether the requirement is delivering meaningful control and supporting publishers' ability to make informed decisions and negotiate with Google. This will involve close market monitoring, alongside feedback from publishers and other key stakeholders. As set out in the final decision, we will also monitor impacts on remuneration; if the requirement is not sufficient to secure a fair exchange of value, we stand ready to bring forward further measures, including work on payment for content if needed.

The publisher conduct requirement was the first of three conduct requirements imposed on Google in relation to search in June, followed shortly by requirements on fair ranking and data portability. The fair ranking requirement ensures that Google improves transparency and fairness in how search results are ranked, while the data portability requirement will allow users to benefit from porting their search data to authorised third parties. As with the publisher requirement, the CMA will monitor Google's compliance with these measures closely, including through regular reporting and ongoing engagement with businesses.

Mobile platforms

Following Apple and Google's designation with Strategic Market Status (SMS) in respect of their mobile platforms last October, you will know that we worked with both firms constructively on commitments to implement changes that address our concerns relating to app store processes. Again, the efficacy of these commitments will depend upon effective

monitoring and enforcement. We are closely monitoring Apple and Google's implementation of the changes, and we will report publicly on what we find.

On 30 June we [announced further steps](#) on mobile, opening a public consultation on draft conduct requirements to support steering, or the ability of developers to engage directly with their users outside Apple's and Google's app stores. We also announced that we are seeking views on key issues relating to Near Field Communication (NFC) access on Apple's iOS, which will inform a planned consultation on potential measures in the Autumn of 2026.

Business software and cloud services

The CMA's fourth SMS investigation, into Microsoft's business software ecosystem, which is used by hundreds of thousands of UK businesses and public sector organisations every day, continues to progress. We expect to consult in the autumn on a proposed decision as to whether to designate Microsoft as having SMS, before considering responses, undertaking further analysis and engagement as appropriate, and publishing a final decision in February.

Finally, we are continuing to engage with a broad range of stakeholders to ensure that Amazon and Microsoft are delivering on the steps they announced in March to support customer choice in cloud, and to identify whether further action is needed.

Taken together, these developments across search, mobile platforms, and business software and cloud services illustrate the regime's progression into a position of sustained delivery, with a steady programme of designation and targeted interventions, underpinned by effective monitoring and enforcement.

Thank you again for your correspondence, and for your continued engagement and support. Scrutiny of our digital markets work by your Committee is a vital part of our parliamentary accountability. With this in mind, I would welcome the opportunity to appear before the Committee in the autumn – alongside Will Hayter, Executive Director for Digital Markets – to provide a fuller update on our work, and to hear and respond to issues raised by Members.

Yours sincerely,



Sarah Cardell

Chief Executive