

The Unique Structural Separation Remedy Model for Google's Search Monopoly

Structurally, Google's Enduring Info-opoly Is Info; Info-Access; & Advertising

This remedy uniquely structurally separates: 1) production from distribution/marketing; 2) wholesale from retail; 3) horizontal from vertical; & 4) fixed cost infrastructure from software variable cost assets.

ADVERTISING
Pays Info-
opoly Prices

Monetization via Google's "Strongest Advertising Network"

"Ultimately our goal at Google is to have the strongest advertising network and all the world's information." Schmidt &

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API
S
INFO-
ACCESS
Free
Info-opoly
Software
& Apps
for Users



API
S
INFO
Free
for Users

SOURCE OF GOOGLE'S INFO-OPOLY MARKET POWER

Unmatchable Cache of World's Accessible Digital Information
Optimized with a Unique Bigtable Data Storage & Retrieval System
Highest Capacity Data Centers, Network & Computing Infrastructure