



RESPONSE TO THIRD REQUEST FOR INFORMATION

2021MAY0010

(Competition Commission Inquiry Into Online Intermediation Platforms)

10 December 2021 - Search, Shopping and Travel

This submission sets out Google's response to questions 39.2.1 and 48 of the South African Competition Commission's information request dated 10 December 2021 in relation to Google Search, Shopping and Travel.

Google has sought to provide the best information available by the response deadline. Responses to the remaining questions will follow as soon as possible.

Please note that this document and its annexes contain business secrets and otherwise sensitive information, and should therefore be considered strictly confidential. A CC7 Form and schedule will follow as soon as possible.

GENERAL

39.2.1 For the 2019 to 2021 calendar years, what was the total revenue generated from car rental ads for each year and what was the average cost-per-click?

39.2.1.1 The table below shows for each of 2019 – 2021, the annual revenue and average cost-per-click of Local Universal ads related to Car Rentals and Taxi Services¹ in South Africa (based on user country).

39.2.1.2 Revenues were retrieved from Google’s data sources in USD² and converted to ZAR by reference to SARB average exchange rates in each year³.

Table 1
Revenue and average cost-per-click of Local Universal ads related to Car Rentals and Taxi Services in South Africa (based on user country)

	Revenues (ZAR, rounded to the nearest whole number)	Average cost-per-click (ZAR)
2019	[REDACTED]	[REDACTED]
2020	[REDACTED]	[REDACTED]
2021	[REDACTED]	[REDACTED]

Source: Google.

GOOGLE HOTEL ADS

48. For each calendar year since the introduction of each Google Travel product (or oneboxes) in South Africa (Google Hotels, Google Flights, Holiday Rentals, Things To Do) and the Google car rental one-box, provide the total volume of clicks within each of these one-boxes. Delineate this number by total clicks on organic results within the one-box and paid-for ads within the one-box.

¹ [REDACTED]

² Google has compiled this response for the limited purpose of responding to this request, and in doing so has used systems that may not be used for financial reporting and that may not be published externally. Therefore, revenue data included in the responses are not US GAAP and may differ from publicly reported revenue.

³ Exchange rate is obtained from <https://www.resbank.co.za/en/home/what-we-do/statistics/key-statistics/selected-historical-rates>.

2020 Q3		████
2020 Q4		████
2021 Q1		████
2021 Q2		████
2021 Q3		████
2021 Q4		████

Source: Google.

48.3 DAU data for the Things To Do Unit are available from January 2018 onwards. The table below shows the average number of DAU⁷ in South Africa (based on user country) that clicked through from the Things To Do Unit to the Things To Do Property in each quarter between 2018 Q1 and 2021 Q4.

Table 3
Average number of DAU in South Africa (based on user country) in each quarter that clicked through from the Things To Do Unit to the Things to Do Property

	Average number of DAU	
2018 Q1		████
2018 Q2		████
2018 Q3		████
2018 Q4		████
2019 Q1		████
2019 Q2		████
2019 Q3		████
2019 Q4		████
2020 Q1		████
2020 Q2		████
2020 Q3		████
2020 Q4		████
2021 Q1		████
2021Q2		

7

2021 Q3		
2021 Q4		

Source: Google.

48.4 DAU data for the Hotels Unit and the Vacation Rentals Unit are only available from 17 December 2020 onwards.⁸ The table below shows the average number of DAU⁹ in South Africa (based on user country) that clicked through from the Hotels (Vacation Rentals) Unit to the Hotels (Vacation Rentals) Property in each quarter between 2020 Q4 and 2021 Q4.

Table 4
Average number of DAU in South Africa (based on user country) in each quarter that clicked through from the Hotels (Vacation Rentals) Unit to the Hotels (Vacation Rentals) Property

	Average number of DAU that interacted with the Hotels Unit	Average number of DAU that interacted with the Vacation Rentals Unit
2020 Q4		
2021 Q1		
2021 Q2		
2021 Q3		
2021 Q4		

Source: Google.

48.5 [REDACTED]

⁸ [REDACTED]

⁹ [REDACTED]

48.6 The table below lists the annual number of clicks on Local Universal ads related to Car Rentals and Taxi Services¹⁰ in South Africa (based on user country) between 2019 and 2021. [REDACTED]

[REDACTED]

Table 5
Number of clicks on Local Universal ads related to Car Rentals and Taxi Services in South Africa (based on user country)

	Number of clicks
2019	[REDACTED]
2020	[REDACTED]
2021	[REDACTED]

Source: Google.

48.7 The table below lists the number of interactions that are not Ads clicks with the local search unit¹¹ when it is triggered for queries in South Africa (based on user country) that include “car rentals”. [REDACTED]

[REDACTED]

Table 6
Number of interactions that are not Ads clicks on the local search unit when it is triggered for queries in South Africa (based on user country) that include “car rentals”

	Number of interactions which are not Ads clicks
14 December 2021 – 13 January 2022	[REDACTED]

Source: Google.

¹⁰ [REDACTED]

¹¹ [REDACTED]