



Mergers play out in court

The implications of the possible acquisition of Yahoo by Microsoft and the even longer-term implications for Google are considered against the background of consumer interests and regulatory intervention.

Richard McMorris, partner in the broadcast and technology group says, "Microsoft has said that with Yahoo it can offer a competitive choice that promotes more value to advertisers, publishers and consumers". However, his fear is that "Microsoft will focus on delivering value in precisely that order. In other words, the consumers' interests will come last".

There is also concern that the consumer could further lose out as Microsoft and Google try to protect their interests from attacks by the other. McMorris says, "Both companies are trying to achieve scale, build market share and increase revenue and neither held back from going as far as they possible can within the law".

For further details see The Guardian Media Law Supplement, 10 March 2008