

Press release

An alliance of NGOs, associations and organisations from the media and digital industry files DSA complaint against Google's 'AI Overviews'

Berlin, 18. September 2025 – An alliance of NGOs, associations and organisations from the media and digital industry have filed a formal complaint against Google's AI Overviews service with the German Federal Network Agency, in its role as Digital Services Coordinator (DSC). According to the signatories, Google is violating key provisions of the Digital Services Act (DSA), by integrating AI-generated answers (so-called Google AI Overviews) into searches. This has serious consequences for media diversity, freedom of opinion and democratic discourse.

„Traffic Killer“ for independent media

With AI Overviews, users receive answers to search queries directly in the Google search results list, without having to click on the original sources. Therefore, Google is creating a rival product to journalistic and editorial content that deprives media companies of reach, reduces their advertising revenue and threatens their refinancing, all based on third-party content.

Daniela Beaujean, Managing Director of VAUNET - Association of Private Media, explains on behalf of the **Alliance of the Media and Digital Economy**: *"Google is placing its AI answers ahead of third-party content and is thus becoming a "traffic killer". As a result, Google AI Overviews reduces the reach and findability of independent and democracy-relevant private media. As a platform relevant for the dissemination of information and content, Google is called upon to counteract the corresponding risks, lack of transparency and misinformation. It is now in the hands of the Federal Network Agency as Digital Services Coordinator and the EU Commission to ensure consistent implementation of the DSA."*

Risks due to a lack of transparency and misinformation

The answers generated by Google are based on a proprietary model, the functioning of which is not transparent. Studies have repeatedly shown that AI also disseminates incorrect or fictitious content - a direct contradiction to the aims of the DSA.

Dr. Christine Jury-Fischer, Managing Director of Corint Media, on behalf of the **Alliance of the Media and Digital Economy**: *"Google is once again pushing back competing offerings, in order to consolidate its own position of power. If media diversity and democratic discourse are to be preserved, regulatory intervention is urgently needed. After all, 'digital sovereignty' not only means having an independent digital infrastructure, but also ensuring the independent, non-discriminatory distribution of digital journalistic content."*

Request to the DSC and the EU Commission

The complainants call on the DSC to involve the European Commission in accordance with Art. 65 Para. 2 DSA and to initiate proceedings. Violations of the DSA can result in severe sanctions - up to six per cent of annual global turnover.

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