A

e r en as a, er ert, n l ll in a ench trial the istrict rt r the istrict innes ta enie the s re est r relie in in that the a enc ha aile t r e that n cin an e r en ere in the sa e rele ant, ar et an the i hth irc it a ir, e

At the tile the challen entry entry, issisted in the challen entry, is in the entry entry entry, issisted in the challen entry, issisted in the challen entry, is in the challen entry, is in the entry entry entry, is in the challen entry, is in the entry entry, is in the challen entry, is in the entry entry entry, is in the challen entry, is in the entry entry, is in the challen entry, is in the entry entry entry, is in the entry, is in the entry entry entry, is in the entry entry entry entry. In the challen entry, is in the entry en

 rices s stantiall r ther ise ta e acti n that ill in re c ns , ers I an nc ns , , ate c n I , erate transacti n li el arrant scr tin

Potential Vertical Mergers: The Google/ITA Case

nA ril _the isseac, laintan si ltane slentere inta settle enta ree ent res lin its concerns ith, le nc sac isitin _A tare nc he sai that the ac isitin as ri inall r se _ l haes stantiall lessene c, etitin rc, aratie li ht search e sites in the nite tates res ltin in less innoatinan re ce chice r cons, ers

strea, an nstrea, ar ets I ec, ellin e i ence that recl s re as nli el 6 ec n the nat re les t re tra el ser ice I i e the c, an a si ni icant incenti e n t t recl se ther tra el e sites, les ne tra el ser ice I rel t s, e e tent n ther tra el e sites his is eca se les tra el ser ice lac e a in ncti n an I ri e tential c st, ers t ther tra el e sites s eci icall. As an airline e sites h s le ere t in re ther tra el e sites it I ha e als i inishe the ncti nalit an res, a I r ita ilit its n r ct

hir ertical interation resulting rows the legal transaction and earst had ever the resect of the element in a solution result of the end of the