

Press release

GAME APP: THE ITALIAN COMPETITION AUTHORITY HAS LAUNCHED AN INVESTIGATION INTO UNFAIR COMMERCIAL PRACTICES CARRIED OUT BY GOOGLE, ITUNES, AMAZON AND GAMELOFT

The Italian Competition Authority has launched an investigation into the behavior of two companies of the Google group, the Apple subsidiary for iTunes Store in Europe, Amazon and Gameloft – a company which develops and edits videogames that can be downloaded from Internet – concerning an App advertised as “free”, while purchases are in fact required to continue the game.

The probe will verify whether the conducts can be regarded as unfair commercial practices: consumers could falsely believe that the game is entirely free and, in any case, that they would know in advance the full costs of the game. Moreover, insufficient information seems to be provided to consumers about the settings needed to stop or limit the purchases within the App.