

INVESTIGATION OF COMPETITION IN DIGITAL MARKETS

MAJORITY STAFF REPORT AND RECOMMENDATIONS

SUBCOMMITTEE ON ANTITRUST, COMMERCIAL AND ADMINISTRATIVE LAW OF THE COMMITTEE ON THE JUDICIARY

Jerrold Nadler, Chairman, Committee on the Judiciary

David N. Cicilline, Chairman, Subcommittee on
Antitrust, Commercial and Administrative Law



UNITED STATES
2020

VII. APPENDIX: MERGERS AND ACQUISITIONS BY DOMINANT PLATFORMS²⁵⁴³

A. Amazon

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Zoox	2020	Autonomous Vehicles, Robotics, Transportation	1,200,000,000
Health Navigator	2019	Health Care	--
Internet Gaming Database (IGDB)	2019	Video Games, Content, Media and Entertainment	--
INLT	2019	Enterprise Applications, Freight Service, Logistics, SaaS, Shipping, Transportation	--
E8 Storage	2019	Cloud Computing, Enterprise Software, Flash Storage, Software	50,000,000
Bebo	2019	Internet, Video Games	25,000,000
Sizmek Ad Server	2019	Advertising, Marketing	--
CANVAS Technology	2019	Robotics	--
Eero	2019	Internet, IoT, Wireless	97,000,000
CloudEndure	2019	Cloud Computing, Cloud Storage, Enterprise Software, SaaS	200,000,000

²⁵⁴³ Prepared by Subcomm. based on *The Acquisition Takeover by the 5 Tech Giants*, <https://people.ischool.berkeley.edu/~neha01mittal/infoviz/dashboard/>, (last visited Oct 4, 2020); see also BIG TECH MERGERS, AMERICAN ECON. LIBERTIES PROJ., <https://www.economicliberties.us/big-tech-merger-tracker/> (last visited Oct 4, 2020); see also Search: Acquisitions, CRUNCHBASE, <https://www.crunchbase.com/> (last visited Oct 4, 2020).

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
TSO Logic	2019	Analytics, Cloud Computing, Cloud Management, Data Center, Software	--
Tapzo	2018	E-Commerce, Mobile, Software	40,000,000
PillPack	2018	Pharmacy, E-Commerce	753,000,000
Ring	2018	Consumer Electronics, Security, Smart Home	--
Immedia	2018	Semiconductors	--
Sqrrl	2018	Cybersecurity	40,000,000
Dispatch	2017	Robotics	--
Blink	2017	Consumer Electronics, Electronics, Hardware, Security	90,000,000
Goo Technologies	2017	3D Technology, Internet, Software, Web Development	--
Body Labs	2017	3D Technology, Artificial Intelligence, Computer Vision, Developer APIs, Machine Learning	50,000,000
Wing	2017	Information Technology, Logistics, Mobile, SaaS	--
GameSparks	2017	E-Commerce, Mobile, Software	10,000,000
Graphiq	2017	Artificial Intelligence, Big Data, Data Visualization, Market Research, Search Engine, Semantic Web	50,000,000

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Souq.com	2017	Consumer Electronics, E-Commerce, Shopping	580,000,000
Whole Foods	2017	Food and Beverage, Grocery, Organic Food	13,700,000,000
Do.com	2017	Internet, Meeting Software, Software	--
Thinkbox Systems	2017	Software	--
Colis Privé	2017	Shipping & Delivery, Logistics	--
Harvest.ai	2017	Artificial Intelligence, Cloud Security, Cyber Security, Predictive Analytics	19,000,000
Biba Systems	2016	Apps, Messaging, Mobile	--
Partpic	2016	Photo Recognition	--
Westland	2016	Publishing	--
Curse Inc.	2016	Digital Media, Gaming, Video Games	--
Cloud9 IDE	2016	Cloud Computing, Enterprise Software, Mobile, Open Source, Software	--
Orbeus	2016	Artificial Intelligence, Photo Recognition	--
NICE	2016	Cloud Infrastructure, Enterprise Software, Power Grid	--

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Emvantage Payments	2016	Mobile Payments, Payments	--
Elemental Technologies	2015	Content Delivery Network, Enterprise Software, Video, Video Streaming	500,000,000
Safaba Translation Systems	2015	Software	--
AppThwack	2015	Android, Cyber Security, iOS, Mobile, SaaS, Test and Measurement	--
Shoefitr	2015	E-Commerce, Fashion, Personalization, Software	--
ClusterK	2015	Software	--
Amiato	2015	Analytics, Real Time, Service Industry	--
2lemetry	2015	Cloud Computing, IoT, Software	--
Annapurna Labs	2015	Cloud Computing, Cloud Storage, Data Storage	350,000,000
GoodGame	2014	Video Games, Social Media	--
Rooftop Media	2014	Content, Digital Entertainment, Audio	--
ComiXology	2014	Cloud Data Services, Comics, Digital Entertainment, Digital Media, Reading Apps	--
Twitch	2014	Social Media, Video, Video Games, Video Streaming	970,000,000

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Double Helix Games	2014	Developer Platform, PC Games, Video Games	--
TenMarks Education	2013	E-Learning, EdTech, Education	--
Liquavista	2013	Electronics, Hardware, Manufacturing, Software	--
Goodreads	2013	E-Learning, Social Media	--
INOVA Software	2013	Software	--
UpNext	2012	3D Mapping	--
Evi	2012	Mobile, Search Engine	26,000,000
Avalon Books	2012	Books, Education	--
Kiva Systems	2012	Hardware, Mobile, Robotics, Software	775,000,000
Teachstreet	2012	Charter Schools, Education	--
Yap	2011	Artificial Intelligence, Audio, Messaging, Mobile, Speech Recognition, Telecommunications	--
Pushbutton	2011	Content, Digital Entertainment, TV	--
The Book Depository	2011	E-Commerce, Retail	--

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Toby Press	2010	Books	--
Quidsi	2010	Beauty, Child Care, E-Commerce	545,000,000
BuyVIP	2010	E-Commerce, Marketing, Shopping	96,500,000
Amie Street	2010	Media and Entertainment, Music, Music Streaming	--
Woot.com	2010	Electronics, Fashion, Wine And Spirits	110,000,000
Touchco	2010	Hardware, Software	--
Zappos	2009	E-Commerce, Retail, Shoes	1,200,000,000
SnapTell	2009	Advertising, Marketing, Mobile	--
Lexcycle	2009	iOS, Mobile, Software	--
AbeBooks	2008	E-Commerce, Marketplace, Shopping	--
Reflexive Entertainment	2008	Gaming, Mobile, Video Games	--
Shelfari	2008	Social Media	--
Box Office Mojo	2008	Analytics, Film, Media and Entertainment	--

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Fabric.com	2008	E-Commerce, Fashion, Retail	--
LoveFilm	2008	Digital Entertainment, Gaming, Internet	312,000,000
Without A Box	2008	Video	--
Audible	2008	Audio, Audiobooks, Digital Entertainment, E-Commerce, Media and Entertainment	300,000,000
Brilliance Audio	2007	E-Commerce	--
Digital Photography Review	2007	E-Commerce, News, Publishing	--
Text Pay Me	2006	Messaging, Payments	--
Shopbop.com	2006	E-Commerce, Lifestyle, Shopping	--
CustomFlix	2005	Digital Media, DVDs	--
Small Parts Inc.	2005	3D Printing, E-Commerce, Manufacturing, Retail	--
MobiPocket	2005	Shopping	--
Createspace	2005	Digital Media, Printing, Publishing	--
Joyo.com	2004	E-Commerce, Internet, Music, Video	75,000,000

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Egghead.com	2002	E-Commerce, Retail	6,100,000
OurHouse	2001	E-Commerce, Retail	--
Leep Technology	1999	CRM, Information Technology, Software	--
Back to Basics	1999	Internet, Toys, Video Games	--
Tool Crib	1999	Tools, E-Commerce	--
Convergence Corp.	1999	Enterprise Software, Internet, Wireless	23,000,000
Accept.com	1999	E-Commerce Platforms, Photography, Retail	101,000,000
Alexa	1999	Digital Marketing, SEO, Web Development	250,000,000
LiveBid	1999	Auctions	--
Exchange.com	1999	Books, Music	--
MindCorps	1999	Web Development, Consulting	--
Bookpages	1998	E-Commerce, Internet	--
Internet Movie Database (IMDb)	1998	Content, Media and Entertainment, TV	55,000,000

Amazon			
Company	Year Acquired	Categories	Acquisition Value (USD)
Junglee	1998	E-Commerce, Retail, Shopping	250,000,000
PlanetAll	1998	Internet, Social Media, Web Development	--
Telebook	1998	E-Commerce, Internet	--

B. Apple

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
Spaces	2020	AR/VR	--
Mobeewave	2020	Software	100,000,000
Fleetsmith	2020	Software, Security	--
NextVR	2020	AR/VR	100,000,000
Inductiv	2020	AI, Machine Learning, Software	--
Voysis	2020	AI, Machine Learning, Software	--
Dark Sky	2020	Software, Apps	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
Xnor.ai	2020	AI, Machine Learning, Software	200,000,000
Spectral Edge	2019	Photography, Software, Artificial Intelligence	--
iKinema	2019	Graphics, 3D Animation, Digital Media	--
Intel Smartphone Modem Business	2019	Hardware	1,000,000,000
Drive.ai	2019	Autonomous Vehicles	--
Tueo Health	2019	Health Care, Information Technology	--
Laserlike	2019	Machine Learning	--
Stamplay	2019	Cloud Computing, Data Integration, Developer Tools, SaaS, Sales Automation	5,600,000
DataTiger	2019	Marketing	--
PullString	2019	Voice Recognition	--
Platoon	2018	Talent Search/Acquisition	--
Silk Labs	2018	AI, Machine Learning, Software	--
Dialog	2018	Semiconductors	300,000,000

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
Shazam	2018	Android, iOS, Music, Audio Recognition	400,000,000
Akonia	2018	Glasses, AR	--
Texture	2018	Content, Digital Entertainment, Digital Media	--
Buddybuild	2018	Developer Tools, Mobile, Software	--
Pop Up Archive	2017	Audio, Podcasts, Software	--
Spektral	2017	Photography, Software, AR	30,000,000
InVisage	2017	Photography, Software	--
Vrvana	2017	Computer, Hardware, Information Technology, Virtual Reality	30,000,000
Init.ai	2017	Artificial Intelligence, B2B, Developer Platform, Developer Tools, Machine Learning, Messaging, Natural Language Processing, Virtual Assistant	--
PowerbyProxi	2017	Consumer Electronics, Industrial, Wireless	--
Regaind	2017	Artificial Intelligence, Computer Vision, Photo Sharing, Photography	--
SensoMotoric Instruments	2017	Computer Vision, Image Recognition, Psychology, Software	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
Beddit	2017	Fitness, Health Care, Wellness	--
Lattice Data	2017	Big Data, Information Technology, Machine Learning	200,000,000
Workflow	2017	Mobile, Productivity Tools, Software	--
RealFace	2017	Facial Recognition	--
Indoor.io	2016	Mapping Services, Navigation, Service Industry, Internet	--
Tuplejump	2016	Analytics, Artificial Intelligence, Big Data, Data Visualization, Machine Learning, Software	--
Turi	2016	Analytics, Artificial Intelligence, Big Data, Machine Learning, Software	200,000,000
Gliimpse	2016	Health Care, Information Technology	--
Emotient	2016	Artificial Intelligence, Machine Learning, Software, Video	--
LearnSprout	2016	Analytics, Big Data, EdTech, Education, Predictive Analytics	--
Flyby Media	2016	Augmented Reality, Computer Vision, Internet, Location Based Services, Mobile, Social Media, Video	--
Faceshift	2015	Broadcasting, Content Creators, Digital Media, Facial Recognition, Information Technology, Video Conferencing	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
LegbaCore	2015	Consulting, Information Technology, Security	--
VocalIQ	2015	Artificial Intelligence, Audio, Automotive, Machine Learning, Mobile, Wearables	--
Perceptio	2015	Artificial Intelligence, Digital Media, Machine Learning	--
Mapsense	2015	Geospatial, Location Based Services, Web Hosting	25,000,000
Coherent Navigation	2015	Apps, Software	--
Metaio	2015	Advertising, Augmented Reality, Mobile, Software	--
LinX	2015	Mobile, Social Media	20,000,000
Dryft	2015	Hardware, Software	--
FoundationDB	2015	Analytics, Database, Enterprise Software	--
Camel Audio	2015	Audio, Music	--
Semetric	2015	Analytics, Content Discovery, Predictive Analytics	50,000,000
Prss	2014	iOS, Publishing	--
Beats Electronics	2014	Consumer Electronics, Hardware, Manufacturing, Media and Entertainment, Music, Software	3,000,000,000

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
BookLamp	2014	Content Discovery, Reading Apps, Software	--
Spotsetter	2014	Big Data, Social Media	--
Swell	2014	Content Discovery, Machine Learning, Mobile, Personalization	30,000,000
LuxVue Technologies	2014	Consumer Electronics, Hardware, Software	--
Burstly	2014	Advertising, Analytics, iOS, Mobile Advertising	--
SnappyLabs	2014	Photography	--
Acunu	2013	Analytics, Big Data, Software	--
Topsy	2013	Analytics, Internet, Real Time, Search Engine, Social Media	200,000,000
BroadMap	2013	Geospatial, Software	--
PrimeSense	2013	3D Technology, Consumer Electronics, Hardware	345,000,000
Cue	2013	Internet, Mobile Apps	35,000,000
Passif Semiconductor	2013	Manufacturing, Semiconductor, Wireless	--
Matcha	2013	Content, Online Portals, Video	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
Embark	2013	Mobile, Mobile Apps, Public Transportation	--
AlgoTrim	2013	Mobile	--
Catch.com	2013	Android, iOS, Mobile	--
Locationary	2013	Analytics, Crowdsourcing, Location Based Services	--
HopStop.com	2013	Android, iOS, Navigation	--
OttoCat	2013	Apps, Internet, Mobile	--
WiFiSlam	2013	Location Based Services, Mobile, Wireless	20,000,000
Novauris Technologies	2013	Information Services, Mobile, VoIP	--
Anobit	2012	Electronics, Flash Storage, Semiconductor	390,000,000
Chomp	2012	Mobile	50,000,000
AuthenTec	2012	Biometrics, Cyber Security, Identity Management, NFC, Security, Semiconductor, Sensors	356,000,000
Particle	2012	Developer Platform, Mobile, Web Development	--
Redmatica	2012	Music, Music Streaming	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
C3 Technologies	2011	Assistive Technology, Enterprise Software, Information Technology	240,000,000
Quattro Wireless	2010	Ad Network, Advertising, Advertising Platforms, Mobile, Publishing	275,000,000
Intrinsity	2010	Manufacturing, Mobile, Semiconductor	121,000,000
Siri	2010	Consumer Electronics, iOS, Software, Virtualization	--
Gipsy Moth Studios	2010	App Localization	--
Poly9	2010	Geospatial, Software	--
Polar Rose	2010	Internet, Browser Extensions, Image Recognition, Photography	22,000,000
IMSense	2010	Image Recognition, Photography, Software	--
Placebase	2009	Database, Developer APIs, Developer Tools	--
Lala	2009	Internet, Music, Music Streaming	17,000,000
P.A. Semi	2008	Electronics, Manufacturing, Semiconductor	278,000,000
Silicon Color	2006	Film, Software, Video	--
Proximity	2006	Media Asset Management	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
SchemaSoft	2005	Software	--
FingerWorks	2005	Hardware, Human Computer Interaction, Software	--
Nothing Real	2002	Software	--
Zayante	2002	Software	13,000,000
Emagic	2002	Software	30,000,000
Prismo Graphics	2002	Robotics, Software, Video	20,000,000
Silicon Grail Corp-Chalice	2002	Software	20,000,000
Propel Software	2002	Computer, Internet, Software	--
PowerSchool	2001	EdTech, Education, SaaS, Software	62,000,000
Spruce Technologies	2001	Information Technology	15,000,000
Bluebuzz	2001	Internet Service Provider	--
Bluefish Labs	2001	Database, Mobile Apps, Web Apps	--
Astarte	2000	DVD Authoring	--

Apple			
Company	Year Acquired	Categories	Acquisition Value (USD)
NetSelector	2000	Information Technology, Internet, Software	--
SoundJam MP	2000	MP3 Player, Audio Player, Software	--
Raycer Graphics	1999	3D Technology, Graphic Design, Information Technology	15,000,000
Xemplar Education	1999	Education	5,000,000
NeXT	1997	Education, Hardware, Software	404,000,000
Power Computing Corp.	1997	Manufacturing, Software	100,000,000
Coral Software	1989	Artificial Intelligence, Information Technology, Software	--
Nashoba Systems	1988	Software	--
Network Innovations	1988	Information Technology, Software, Virtualization	--
Orion Network Systems	1988	Communications Infrastructure, Satellite Communication	--
Styleware	1988	Internet, IoT, Software, Web Hosting	--

C. Facebook

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Giphy	2020	Software	400,000,000
Ready at Dawn	2020	VR, Video Games	--
Mapillary	2020	Software, Mapping	--
Sanzaru Games	2020	VR, Video Games	--
Scape Technologies	2020	AR/VR, Computer Vision, Software	40,000,000
PlayGiga	2019	Digital Media, Video Games	--
Beat Games	2019	VR, Video Games	--
Packagd	2019	E-Commerce, Shopping	--
GrokStyle	2019	Artificial Intelligence	--
CTRL-labs	2019	Augmented Reality	--
Servicefriend	2019	AI, Messaging	--
Chainspace	2019	Apps, Blockchain, Information Technology	--
Vidpresso	2018	Broadcasting, Software	--

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Redkix	2018	Productivity, Enterprise Collaboration	--
Bloomsbury AI	2018	AI, Machine Learning	30,000,000
Confirm.io	2018	Identity Management	--
Tbh	2017	iOS, Mobile Apps, Social, Social Media	--
Fayteq	2017	Software	--
Source3	2017	Content Rights Management	--
Ozlo	2017	Artificial Intelligence, Computer, Information Services, Mobile	--
Zurich Eye	2017	AR/VR, Computer Vision, Robotics	--
CrowdTangle	2016	Brand Marketing, Non-Profit, Social Media	--
FacioMetrics	2016	Machine Learning, Mobile Apps, Social Media, Software	--
InfiniLED	2016	Lighting, Hardware	--
Nascent Objects	2016	Manufacturing, Product Design, Software	--
Two Big Ears	2016	Audio, Consumer Electronics, Software, Virtual Reality	--

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Masquerade	2016	Consumer Applications, Mobile, Photo Editing	--
Endaga	2015	Communications Infrastructure, Impact Investing, Infrastructure, Mobile, Telecommunications	--
Pebbles Interfaces	2015	Digital Media, Hardware, Mobile	60,000,000
Surreal Vision	2015	Software	--
TheFind	2015	Coupons, E-Commerce, Lifestyle, Local, Mobile, Search Engine, Shopping	--
QuickFire Networks	2015	Cloud Data Services, Video	--
Wit.ai	2015	Artificial Intelligence, Computer, Developer APIs, Machine Learning, Software	--
WaveGroup Sound	2014	Music, Product Design	--
PRYTE	2014	Mobile Devices, Emerging Markets	--
PrivateCore	2014	Cyber Security, Security	--
LiveRail	2014	Advertising, Enterprise Software, Video	500,000,000
ProtoGeo Oy	2014	Mobile	--
Ascenta	2014	Aerospace, Manufacturing	20,000,000

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
WhatsApp	2014	Android, Messaging, Mobile, Subscription Service	19,000,000,000
Oculus VR	2014	Augmented Reality, Consumer Electronics, Hardware, Video Games, Virtual Reality, Virtualization	2,000,000,000
Branch	2014	Internet, Messaging, Social	15,000,000
Little Eye Labs	2014	Android, Mobile, Test and Measurement	15,000,000
SportStream	2013	Consumer Electronics, Mobile, Sports	--
Onavo	2013	Finance, Mobile, Social Network	--
Jibbiggo	2013	Apps, Audio, Big Data, Language Learning, Mobile	--
Monoidics	2013	Analytics, Enterprise Software, Information Technology	--
Parse	2013	Android, Cloud Computing, Enterprise Software, iOS, Mobile, PaaS	85,000,000
Hot Studio	2013	Internet, Social Media, Web Design	--
Spaceport	2013	Gaming, Mobile, Mobile Devices, Online Games, Web Development	--
Atlas Solutions	2013	Advertising, Advertising Platforms, Internet	100,000,000

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Osmeta	2013	Hardware, Software	--
Storylane	2013	Social Media	--
Threadsy	2012	Messaging, Social Media, Social Network	--
Spool	2012	Enterprise Software, Mobile, Social Bookmarking, Video	--
Acrylic Software	2012	Software	--
Karma	2012	Gifts, Mobile, Social	--
Face.com	2012	Artificial Intelligence, Cloud Storage, Facial Recognition, Machine Learning, Photography, Social Network	100,000,000
TagTile	2012	Direct Marketing, Loyalty Programs, Mobile, Social Media	--
Glancee	2012	Android, Dating, iOS, Location Based Services, Mobile, Public Relations, Search Engine	--
Lightbox.com	2012	Android, Mobile, Photo Sharing	--
Instagram	2012	Mobile, Photo Sharing, Photography, Social Media	1,000,000,000
Caffeinated Mind	2012	File Transfer, Big Data	--

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Gowalla	2011	Location Based Services, Photography, Private Social Networking, Travel, Internet	--
Strobe	2011	iOS, Mobile, Software, Web Development	--
Friend.ly	2011	Blogging Platforms, Social Media	--
Push Pop Press	2011	Advertising, Digital Media, Marketing	--
MailRank	2011	Email, CRM, Information Technology, Software	--
DayTum	2011	Analytics, Big Data, Database	--
Sofa	2011	Developer Tools, Software	--
RecRec	2011	Computer Vision	--
Beluga	2011	Messaging, Mobile, Social Media	--
Rel8tion	2011	Advertising, Advertising Platforms	--
Snaptu	2011	Mobile	70,000,000
ShareGrove	2010	Real Time, Social Network, Web Hosting	--
Drop.io	2010	EdTech, Education, Email, File Sharing, Finance, FinTech, Flash Storage, Mobile	10,000,000

Facebook			
Company	Year Acquired	Categories	Acquisition Value (USD)
Hot Potato	2010	Social, Social Media, Social Media Marketing	10,000,000
Nextstop	2010	Digital Entertainment, Social, Travel	2,500,000
Chai Labs	2010	Software	10,000,000
Zenbe	2010	Android, Email, Location Based Services, Messaging, Mobile, Software, Web Apps	--
Divvyshot	2010	Photo Sharing, Social Network, Web Hosting	--
Octazen	2010	Enterprise Software, Social Network, Web Browsers	--
FriendFeed	2009	Social Media	47,500,000
ConnectU	2009	Social Media	--
Parakey	2007	Social Media, Web Browsers, WebOS	--
AboutFace	2007	Internet	--

D. Google

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Stratozone	2020	Cloud, Platform Migration	--
North	2020	Hardware, Glasses	180,000,000
Looker	2020	Big Data, Analytics	2,600,000,000
Cornerstone Technology	2020	Cloud, Platform Migration	--
AppSheet	2020	Enterprise Software	--
Pointy	2020	Software, Inventory	163,000,000
Fitbit	2019	User Data, Mobile Devices, Fitness Tracking, Health Care	2,100,000,000
Typhoon Studios	2019	Video Games, Video Streaming	--
CloudSimple	2019	Cloud	--
Elastifile	2019	Cloud, Storage	--
Nightcorn	2019	Internet, Social Media, Video Streaming	--
Alooma	2019	Data Integration, Cloud, Platform Migration	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Superpod	2019	Software	60,000,000
DevOps Research and Assessment	2018	Cloud	--
Sigmoid Labs	2018	Software	--
Workbench	2018	Software, Education	--
Onward	2018	AI, Customer Service, Sales	--
GraphicsFuzz	2018	Graphics Drivers, Security	--
Velostrata	2018	Cloud Migration, Data Centers	--
Cask Data	2018	Big Data, Analytics	--
Lytro	2018	Photography, Film, Hardware, VR	--
Tenor	2018	Messaging, Social Media, Video	--
Socratic	2018	AI, Software	--
Xively	2018	Enterprise Software, IoT, SaaS	--
Redux	2018	Speakers, Mobile Devices	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
HTC Smartphone Division	2018	Consumer Electronics, Manufacturing, Mobile	1,100,000,000
Banter	2017	Mobile Software, Messaging	--
Relay Media	2017	Analytics	--
60db	2017	Audio, Media and Entertainment, Social Media, Video Streaming	--
Bitium	2017	Cloud Computing, Cyber Security, Identity Management, SaaS, Security, Software	--
AIMatter	2017	Artificial Intelligence, Computer Vision, Software	--
Senosis Health	2017	Health, Mobile Device, Software	--
Halli Labs	2017	Artificial Intelligence, Machine Learning, Software Engineering	--
Owlchemy Labs	2017	Gaming, Software Engineering, Virtual Reality	--
Kaggle	2017	Analytics, Big Data, Data Mining, News, Predictive Analytics	--
AppBridge	2017	Apps, Data Storage, Google	--
Crashlytics	2017	Android, iOS, Mobile, SaaS	--
Fabric	2017	Cloud Infrastructure, Developer APIs, Developer Tools, Enterprise Software, Mobile Apps, Real Time	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Limes Audio	2017	Audio, Communication Hardware, Telecommunications	--
Cronologies	2016	Hardware, Software, Wearables	--
LeapDroid	2016	Software	--
Qwiklabs	2016	Cloud Computing, Information Technology, Software	--
FameBit	2016	Internet, Music, Video	--
Eyefluence	2016	Consumer Electronics, Manufacturing, Wearables	--
Apigee	2016	Cloud Data Services, Enterprise Software, Information Technology	625,000,000
Urban Engines	2016	Analytics, Big Data, GovTech, Mobile, Software, Transportation	--
Api.ai	2016	Natural Language Processing, Voice Recognition	--
Orbitera	2016	Analytics, Cloud Computing, E-Commerce, Marketing Automation, SaaS, Software	100,000,000
Apportable	2016	Developer Tools, Enterprise Software, Mobile, iOS	--
Moodstocks	2016	Artificial Intelligence, Hardware, Image Recognition, Machine Learning, Mobile, QR Codes, Real Time, Visual Search	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Anvato	2016	Software, Video Conferencing, Video Streaming	--
Kifi	2016	Analytics, Artificial Intelligence, Big Data, Content Discovery, Knowledge Management	--
LaunchKit	2016	Developer Tools, Mobile Apps	--
Webpass	2016	Internet, ISP, Wireless	--
Synergysse	2016	Apps, Search Engine, Software, Training	--
BandPage	2016	Consumer, Facebook, Marketplace, Music	--
Pie	2016	Automotive, Incubators	--
Fly Labs	2015	iOS	--
Bebop	2015	Business Development, Enterprise, Enterprise Software	380,000,000
Digisfera	2015	Images	--
Oyster	2015	Email, Web Design, Web Hosting	--
Jibe Mobile	2015	File Sharing, Messaging, Mobile, Social Media	--
Pixate	2015	Computer, Enterprise Software, Mobile	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Timeful	2015	Analytics, Artificial Intelligence, Database, Machine Learning, Task Management	--
Pulse.io	2015	Apps, Mobile	--
Thrive Audio	2015	Audio, 3D Technology	--
Skillman & Hackett	2015	Software, Virtual Reality	--
Launchpad Toys	2015	Apps, Education, iOS	--
Odysee	2015	Enterprise Software, Mobile Apps, Photo Sharing	--
Softcard	2015	Apps, Mobile Payments	--
Red Hot Labs	2015	Advertising Platforms, Apps, Mobile, Software	--
Granata Decision Systems	2015	Analytics, Artificial Intelligence, Machine Learning	--
Vidmaker	2014	Collaboration, Social Media, Video	--
Lumedyne Technologies	2014	Consumer Electronics, Information Technology, Semiconductors	--
RelativeWave	2014	Apps, Developer Tools	--
Agawi	2014	EdTech, Gaming, Mobile Apps, Mobile Devices	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Firebase	2014	Cloud Infrastructure, Developer APIs, Developer Tools, Enterprise Software, Mobile Apps, Real Time	--
Dark Blue Labs	2014	Artificial Intelligence, Data Visualization, Machine Learning	--
Vision Factory	2014	Artificial Intelligence, Computer Vision, Machine Learning, Search Engine, Software	--
Revolv	2014	Internet of Things, Smart Home, Software	--
Lift Labs	2014	Hardware, Health Care, Medical, Software	--
Polar	2014	Fitness, Health Care, Wearables	--
Skybox Imaging	2014	Cloud Security, Cyber Security, Enterprise Software, Network Security, Security, Software	500,000,000
Emu	2014	E-Commerce	--
Directr	2014	Energy, Solar	--
Jetpac	2014	AI, ML	--
Gecko Design	2014	Product Design	--
Zync Render	2014	Digital Media, Flash Storage, Social Media	--
Dropcam	2014	Consumer Electronics, Hardware, SaaS	555,000,000

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Songza	2014	Music	--
DrawElements	2014	Enterprise Software	--
mDialog	2014	Advertising, Information Technology, Video Streaming	--
Aplental Technologies	2014	Information Technology, Wireless	--
Baarzo	2014	Video, Search	--
Appurify	2014	Android, Apps, iOS, Mobile, Test and Measurement	--
Rangespan	2014	Analytics, E-Commerce, Supply Chain Management	--
Adometry	2014	Advertising, Analytics, SaaS	--
Appetas	2014	Network Security, Restaurants, SaaS	--
Stackdriver	2014	Apps, Cloud Computing, Enterprise Software, Infrastructure	--
Quest Visual	2014	Data Visualization, iOS, Software	--
Gridcentric	2014	Software, Virtualization	--
Divide	2014	Enterprise Software, Information Technology, Mobile, SaaS, Software	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Titan Aerospace	2014	Aerospace, Manufacturing	--
GreenThrottle	2014	Console Games, Consumer Electronics, Mobile	--
Nest Labs	2014	Sensor, Manufacturing, Smart Home	3,200,000,000
SlickLogin	2014	Mobile, Mobile Apps, Security	--
Spider.io	2014	Advertising, Analytics, Fraud Detection, Internet, Security	--
Bitspin	2014	Apps, Web Development	--
Imperium	2014	Security	--
DeepMind Technologies	2014	AI, ML	500,000,000
Flutter	2013	Content, Software	40,000,000
FlexyCore	2013	Software	23,000,000
Calico	2013	Biotech, Genetics, Health Care	--
Bump	2013	Mobile, Contact Sharing	--
WIMM Labs	2012	Hardware, Software, Wearables	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Waze	2013	Mobile Apps, Navigation, Transportation	966,000,000
Makani Power	2013	Energy	--
MyEnergy	2013	Clean Energy, Energy Efficiency	--
Behavio	2013	Software	--
Wavii	2013	ML, AI	30,000,000
Channel Intelligence	2013	Manufacturing, Product Search, Shopping	125,000,000
DNNresearch	2013	AI	--
Talaria Technologies	2013	Software, Web Design, Web Development	--
Schaft	2013	Hardware, Robotics	--
Industrial Perception	2013	AI	--
Redwood Robotics	2013	Robotics	--
Meka Robotics	2013	Robotics	--
Holomni	2013	Mobile, Robots	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Bot & Dolly	2013	Software, Robotics	--
Autofuss	2013	Product Design	--
Incentive Targeting	2012	Public Relations, Retail	--
BufferBox	2012	E-Commerce, Marketplace, Shopping	17,000,000
Viewdle	2012	Analytics, Augmented Reality, Computer Vision, Mobile, Facial Recognition	45,000,000
VirusTotal.com	2012	Security	--
Nik Software	2012	Image Recognition, Software	--
Sparrow	2012	Email, Messaging	25,000,000
Wildfire Interactive	2012	Consulting, Content, Data Integration, Developer Tools	450,000,000
Cuban Council	2012	Consulting, Consumer Electronics, Search Engine	--
Meebo	2012	Internet, Messaging, Web Development	100,000,000
Quickoffice	2012	Enterprise Software, iOS, Mobile	--
TxVia	2012	Finance, FinTech, Mobile, PaaS	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Milk, Inc	2012	Apps, Mobile, Software	--
RightsFlow	2011	Accounting, Music, Legal	--
Clever Sense	2011	ML, AI	--
Apture	2011	Advertising	--
Katango	2011	Social Media	--
Anthony's Robots	2011	Autonomous Vehicles	--
510 Systems	2011	Autonomous Vehicles, Software	--
SocialGrapple	2011	Analytics, Social Media	--
Zave Networks	2011	Apps, Mobile	--
Zagat	2011	Consumer Reviews	151,000,000
DailyDeal	2011	Beauty, Shopping	114,000,000
Dealmap	2011	Coupons, Local, Mobile, Search Engine, Social Media	--
Motorola Mobility	2011	Mobile Apps	12,500,000,000

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Punchd	2011	Android, iOS, Loyalty Programs, Mobile	--
Fridge	2011	Photo Sharing	--
PittPatt	2011	Facial Recognition	--
PostRank	2011	Analytics, Social Media, Test and Measurement	--
Admeld	2011	Advertising, Auctions, Software	400,000,000
SageTV	2011	Digital Entertainment, Events, Media and Entertainment	--
Modu	2011	Mobile, Telecommunications, Wireless	--
Sparkbuy	2011	Consumer Electronics, E-Commerce, Shopping	--
PushLife	2011	Digital Media, E-Commerce, Mobile	25,000,000
ITA Software	2011	Information Technology	676,000,000
TalkBin	2011	Messaging	--
BeatThatQuote.com	2011	Auto Insurance, E-Commerce, Price Comparison	65,000,000
Next New Networks	2011	Video, Video Streaming	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Green Parrot Pictures	2011	Digital Media, Enterprise Software, Video	--
Zynamics	2011	Security	--
eBook Technologies	2011	Content, E-Books	--
SayNow	2011	Messaging, Social Network, Telecommunications	--
Phonetic Arts	2010	Software	--
Widevine Technologies	2010	Digital Entertainment, Digital Media, Video	--
Zetawire	2010	Mobile Payments, NFC	--
BlindType	2010	Mobile	--
Plannr	2010	Mobile	--
Quiksee	2010	Digital Media	10,000,000
MentorWave Technologies	2010	Software, 3D Visualization	--
Slide.com	2010	Developer Tools, Software	228,000,000
Jambool	2010	Apps, Internet	70,000,000

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Like.com	2010	Image Recognition	100,000,000
Angstro	2010	Enterprise Software, Facebook, Social Network	--
SocialDeck	2010	Mobile, Social Website	--
Metaweb	2010	Database, Infrastructure	--
Invite Media	2010	Advertising	81,000,000
Instantiations	2010	Software	--
Global IP Solutions	2010	Software	68,200,000
Simplify Media	2010	Digital Entertainment, Digital Media, Mobile	--
Ruba.com	2010	Guides, Internet	--
PinkArt	2010	Software	--
Agnilux	2010	Hardware	--
LabPixies	2010	Software	--
BumpTop	2010	Software	30,000,000

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Picnik	2010	Photosharing	--
DocVerse	2010	Document Management	25,000,000
Episodic	2010	Broadcasting, Internet	--
reMail	2010	Email, Messaging, Mobile Apps	--
Aardvark	2010	Internet, Search Engine, Social	50,000,000
AdMob	2009	Ad Network, Advertising, Apps, Marketing, Mobile	750,000,000
Gizmo5	2009	Public Relations, VoIP	30,000,000
Teracent	2009	Advertising, Machine Learning	--
AppJet	2009	Software, Web Development	--
reCAPTCHA	2009	Security	--
On2	2009	Content, Internet, SaaS, Software, Video	133,000,000
Eluceon Research	2009	Internet, Software	--
TNC	2008	Google, Web Browsers, Web Hosting	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Begun	2008	Advertising	--
Omnisio	2008	File Sharing, Video	15,000,000
Jaiku	2007	Mobile	--
Zingku	2007	Digital Media, Social Media, Social Network	--
Postini	2007	Cyber Security, Internet, Security	625,000,000
ImageAmerica	2007	Software, Document Scanning	--
FeedBurner	2007	Blogging Platforms, Internet, Podcast	100,000,000
PeakStream	2007	Apps, Developer APIs, GPU, Software	--
Zenter	2007	Content, E-Commerce, Web Hosting	--
GrandCentral	2007	Mobile, Telecommunications, VoIP	45,000,000
GreenBorder	2007	Computer, Internet, Software	--
Panoramio	2007	Photo Sharing, Photography, Social Media	--
Crusix	2007	Social Networking	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
DoubleClick	2007	Advertising	3,100,000,000
Tonic Systems	2007	Web Development	--
Marratech	2007	Software, Video Conferencing	15,000,000
Trendalyzer	2007	Visual Statistics, Data Visualization, Software	--
Adscape	2007	Advertising, Digital Media, Marketing	23,000,000
Endoxon	2006	Information Technology	28,000,000
JotSpot	2006	Collaboration, Enterprise Software, Software	--
YouTube	2006	Internet, Music, Video	1,650,000,000
Neven Vision	2006	Software	--
2Web Technologies	2006	Software	--
Orion	2006	Content, Search Engine, Web Hosting	--
Upstartle	2006	Software	--
@Last Software	2006	3D Technology, Developer Tools	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
Measure Map	2006	Advertising, Analytics, Big Data	--
dMarc Broadcasting	2006	Advertising, Advertising Platforms, Internet Radio	102,000,000
Phatbits	2005	XML Desktop Applications	--
allPAY GmbH	2005	Mobile	--
bruNET GmbH	2005	Digital Entertainment, Social Media	--
Skia	2005	Graphic Design	--
Akwan Information Technologies	2005	Information Technology, IT Management, Search Engine	--
Android	2005	Linux, Mobile, Search Engine	50,000,000
Reqwireless	2005	Wireless	--
Dodgeball	2005	Mobile Devices, Software	--
Urchin Software Corporation	2005	Software	--
Where 2 Technologies	2004	Software	--
Keyhole	2004	Geospatial, Software	--

Google			
Company	Year Acquired	Categories	Acquisition Value (USD)
ZipDash	2004	Automotive, E-Commerce, Mobile, Real Time, Travel	--
Picasa	2004	Photos, Photo Editing	--
Ignite Logic	2004	Internet, Software, Web Design	--
Sprinks	2003	Online Advertising	--
Genius Labs	2003	Developer APIs, Developer Tools, Software	--
Neotonic Software	2003	CRM, Software	--
Applied Semantics	2003	Developer APIs, Enterprise Software, Mobile Apps	102,000,000
Kaltix	2003	SEO, Web Hosting	--
Pyra Labs	2003	Blogging Platforms, Developer APIs, Developer Tools, Enterprise Software, Project Management, Social Media	--
Outride	2001	Energy, Information Technology, Online Portals	--
Deja	2001	Information Technology, Internet, Web Development	--