

By: Dávid Csontos, SEO News Editor

[Google Will Find DoubleClick Buy Approval under the Tree](#)

It looks like these Holidays will be happy ones for Google

The DoubleClick soap opera that Google stars in looks like it's going to come to an end. A preview of the next episodes, leaked from the media company producing it, clearly showed that Google was cheating on DoubleClick with some other companies in order to cover the whole market. The DART provider doesn't give up that easily and clings to the Mountain View based company's neck as it realizes that better days are coming. Yeah, it's more or less like that. It's a soap opera, with two main characters trying to be together and being opposed by others that would do anything to stop that from happening (Microsoft, Yahoo! and AT&T playing the villains for this film) and, ultimately, the lovers' destiny is in the hands of others that have a saying, whether or not the two will remain together. The Federal Trade Commission is playing the decision-maker. Two people with knowledge of the decision said, under the cover of anonymity, according to Bloomberg, that the deal is set to be cleared in the U.S., despite the complaints from Microsoft and AT&T that the combination of Google and DoubleClick would harm competition for Internet advertisements. Not a bad Christmas at all for the Great Search Engine, as the announcement is said to be made public as early as this week. The only problem that is still facing is that the European Union Commission have said that their in-depth investigation, which started in November, will be concluded by April 2nd. Are they trying to avoid an April fool's joke? Whether or not it's a good thing that the deal will most likely go down and the 3.1 billion dollars acquisition completed is not clear yet for everybody. Many say that AdSense shouldn't be left mostly by itself to be the means of advertising on the Internet, because it doesn't tell its users their revenue share, it applies smart pricing at will and so on and so forth. The other side of it is that this could actually be good news for all webmasters, that they have only one place to look at when it comes to add revenue. Now it's all up to Europe.