



June 12, 2007

U.S. Securities and Exchange Commission  
100 F. St., N.E.  
Washington, DC 20549-0609

Dear Chairman Cox:

Thank you for your continued engagement on the issue of consumer access to real-time market data.

We would like to express our strong support for the NYSE and Nasdaq proposals to offer companies like ours the flexibility to publish real-time last sale information for a flat monthly fee.<sup>1</sup> Google is enthusiastic about both the Real-Time Trade Prices and the Last Sale Data Feeds proposals and the opportunity to give more of our users access to live financial information online. Through our Google Finance product, we plan to make this data available at no cost to the millions of people visiting our website as soon as these proposals receive the Commission's approval.

We would also like to reiterate our support for NetCoalition's petition for review of the Commission's staff approval of the NYSEArca data fee filing.<sup>2</sup> This petition should not prevent the approval of these products. The data provided under the NYSEArca filing and the NYSE's Real-Time Trade Prices proposal varies significantly in the level of detail and intended audience. Furthermore, the NYSE Real-Time Trade Prices is a one year pilot project, allowing the Commission to re-examine the product and pricing after a trial period and allowing consumers to receive information currently unavailable to them.

Google continues to support NetCoalition in encouraging the Commission to take a comprehensive look at how best to structurally address the pricing of real-time market data. In the interim, we encourage the Commission to allow for new product innovations making market data more accessible at fair and reasonable rates. We believe the NYSE and Nasdaq last sale proposals represent a positive step in the right direction, and we strongly encourage the Commission's approval.

Sincerely,

Alan Davidson  
Senior Policy Counsel  
Google Inc.

CC: Commissioners Atkins, Campos, Casey, and Nazareth; Dr. Erik Sirri

<sup>1</sup> File No. SR-NYSE-2007-04 and File No. SR-NASDAQ-2006-060

<sup>2</sup> File No. SR-NYSEArca-2006-21