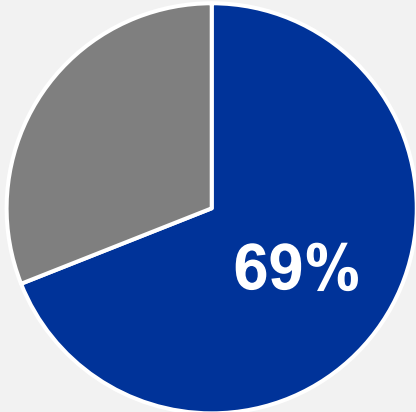


Digital Markets Act

The Platform economy



Gatekeepers control **69%** of the global **\$6 trillion online platform economy**



Search engines and **social networks** control access to information for EU citizens



Closed mobile ecosystems **locking in European consumers** and **business users**



Dependency of EU businesses on **large marketplaces**



Massive **accumulation and exploitation of European users' data.**



The DMA and the broader EU priorities



Bolstering the EU's competitiveness

- Decreases barriers to growth for companies, including start-ups and scale-ups
- Opens up opportunities and choice



Making a success of the digital transition

- Enables all companies to participate in the digital transition
- Targeted interventions, innovation enabler
- User empowerment and choice of new services



Promoting an innovation- and business-friendly environment

- Incentives and ability to innovate: not only gatekeepers
- Enables investment in the EU tech sector and helps reducing dependency
- Removes barriers to innovation, such as interoperability restrictions



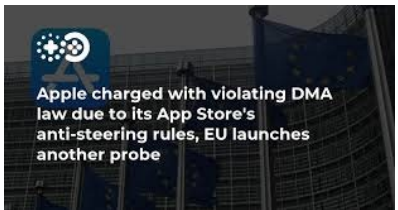
DMA anniversary – March 2025



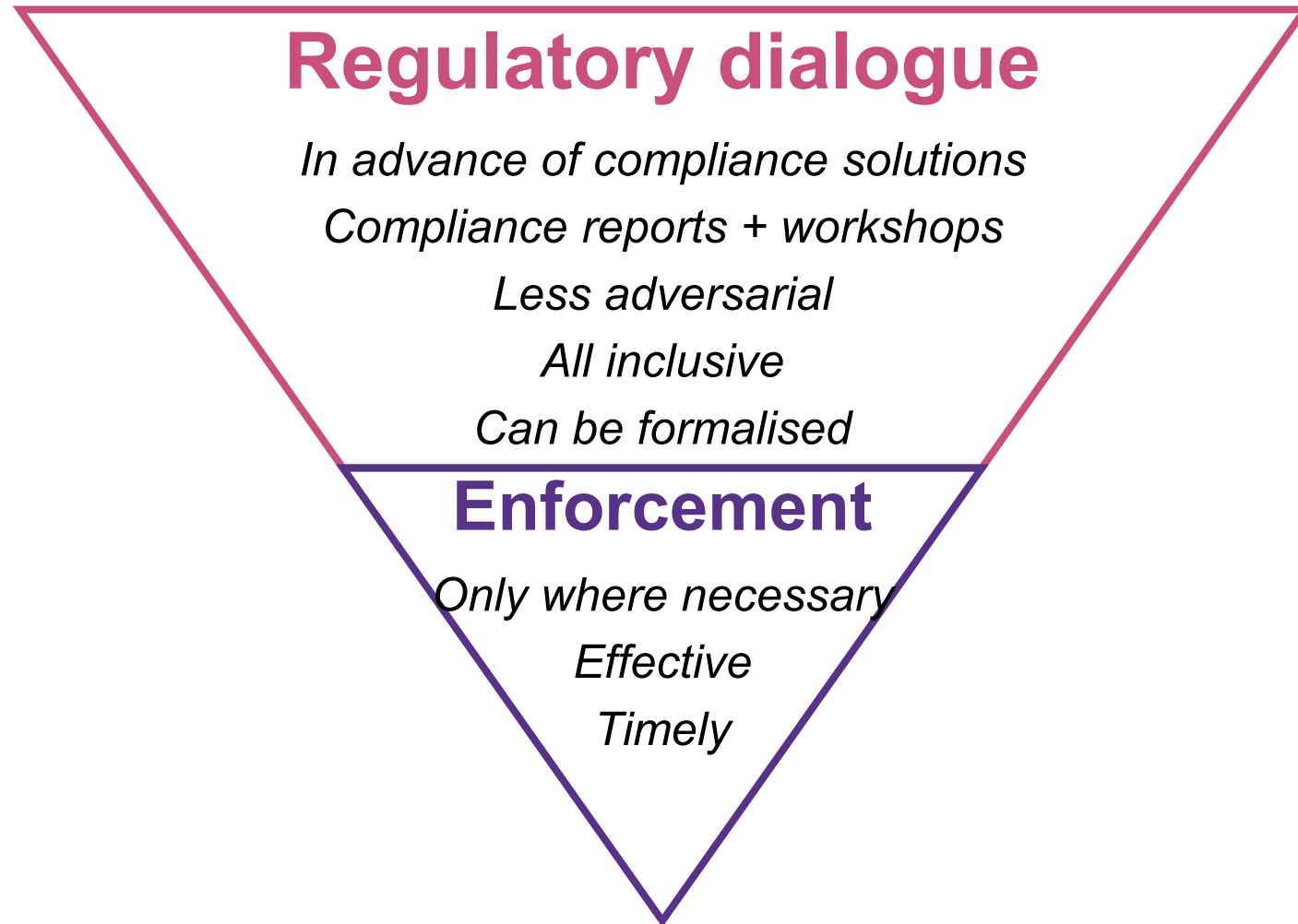
- **One year** from DMA-day (7 March 2024)
- **New** (second round of) **compliance reports** from gatekeepers
- Final deadline for ongoing specification proceedings
- (Best-endeavour) Deadline for non-compliance cases
- Second annual report, first one on implementation
- Upcoming review (due 2026)



The DMA “life-cycle”



Implementation philosophy



Year 2024 - Supervisory toolbox

Multilateral conversation: Gatekeepers, business users, end users

- Annual **compliance report**
- Public and closed-door **compliance workshops**

Technical meetings (for example Interoperability proceedings)

Discussions with Head of the **Compliance function**

Requests for **information** and for internal **documents**

Retention orders

Specification of the obligations

Non-compliance cases



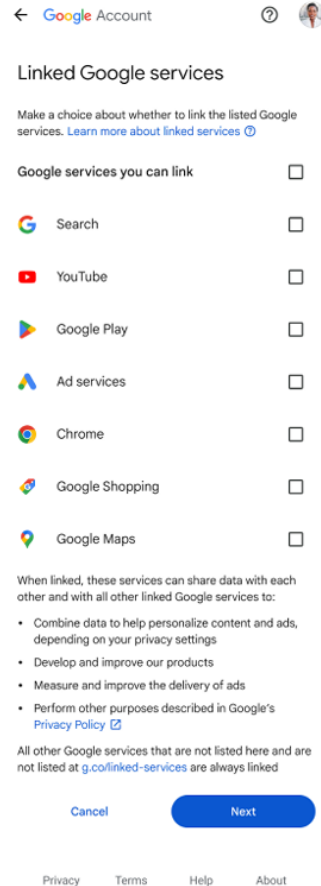
Observable impact - examples



Data Portability API



Art. 5(2) settings as shown in a user's Google Account



Alternative apps distribution channels

Steering to alternative offers

Alternative search engines and web

New interoperability opportunities

International landscape

- **Gatekeeper Power** is a global issue
- **Alignment in issues and objectives** for digital markets
- Different **legal frameworks**, different tools → outcomes?
- Importance of **international cooperation** and exchanges



Ongoing antitrust court cases against Google (Search, Play), Apple (iPhone), Amazon, Meta and others



Digital Markets, Competition and Consumers Act – passed in May 2024, first investigation January 2025 (Google Search)



Mobile Software Competition Act – passed in June 2024



Digital Competition Bill – draft proposed in March 2024



Public consultation on new digital competition regime



Year 2024 – Some Takeaway's

Competition and
Regulation: old habits
die hard

Recurring issues:
technologies, user
interfaces, monetisation

Users and third-party
involvement

Digital rulebook:
coordination across
different regulators

Impact:
Compliance/conduct
requirements/remedies

Number 1 FAQ: What
about AI?

Regulation and
innovation: **seriously?**



