

How to unlock digital competition

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Why participate in participatory antitrust?

Clarity in the rules

Dispel the myths

Preserve user trust

“It is clear that the [digital advertising] market is opaque, with limited information disclosed either at an aggregate or an individual level. A thorough investigation of its workings, encompassing the entire value chain, would be helpful in either identifying any valid grounds for concern about effective competition, or dispelling the mistrust that exists.”

Report of the Digital Competition Expert Panel, 3.195

Why the focus on digital?

Perception of market power (benign “superstars” or not)

Preservation of opportunities for entry and expansion

Opportunities for existing players

What could go wrong?

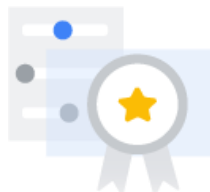


Data

Consumers' switching decisions limited by a lack of information? Other costs?

Conduct vs stated preferences?

Are firms unable to enter without [data x]?



Mergers

Killing a pipeline product? (Cunningham et al, 2018)

Preventing Superstar II? (Instagram, Waze)



Self-preferencing

Dual roles. Ranking on the merits or because an affiliate? (Google Shopping; Amazon; Apple)



How to avoid?

Action	Potential trade-offs
<p>Update the analytical tools and develop more digital expertise</p> <p>Digital strategies (network effects, monetisation opportunities, UX studies and A/B testing, technology and human redeployment plans)</p> <p>RFIs to VC funders?</p>	<p>Resources? Counterfactuals?</p>
<p>Guidance papers and block exemptions</p>	<p>Best-before-dates? Taken seriously by industry?</p>
<p>Bring more risky cases and write more decisions</p>	<p>Reputational damage? More delay? Resources?</p>

How can agencies respond?

Action	Potential trade-offs
Sector specific rules? Ex ante measures (e.g., codes of conduct) Data portability and mobility	Definitons? “Undue preferencing”, “integration”, “data” “Quick fix” problems only? Rights of defence? Conflicting laws? GDPR...P2B...
Lower the standard of proof?	Rights of defence? Chilling effects? Necessary?
Create opportunities for engagement Evidence-based communication between businesses and regulators, and academic community; market studies	Less \$\$\$ for lobbying... Less broad brush (“competition is a click away”, “data is oil”)



thank you



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