



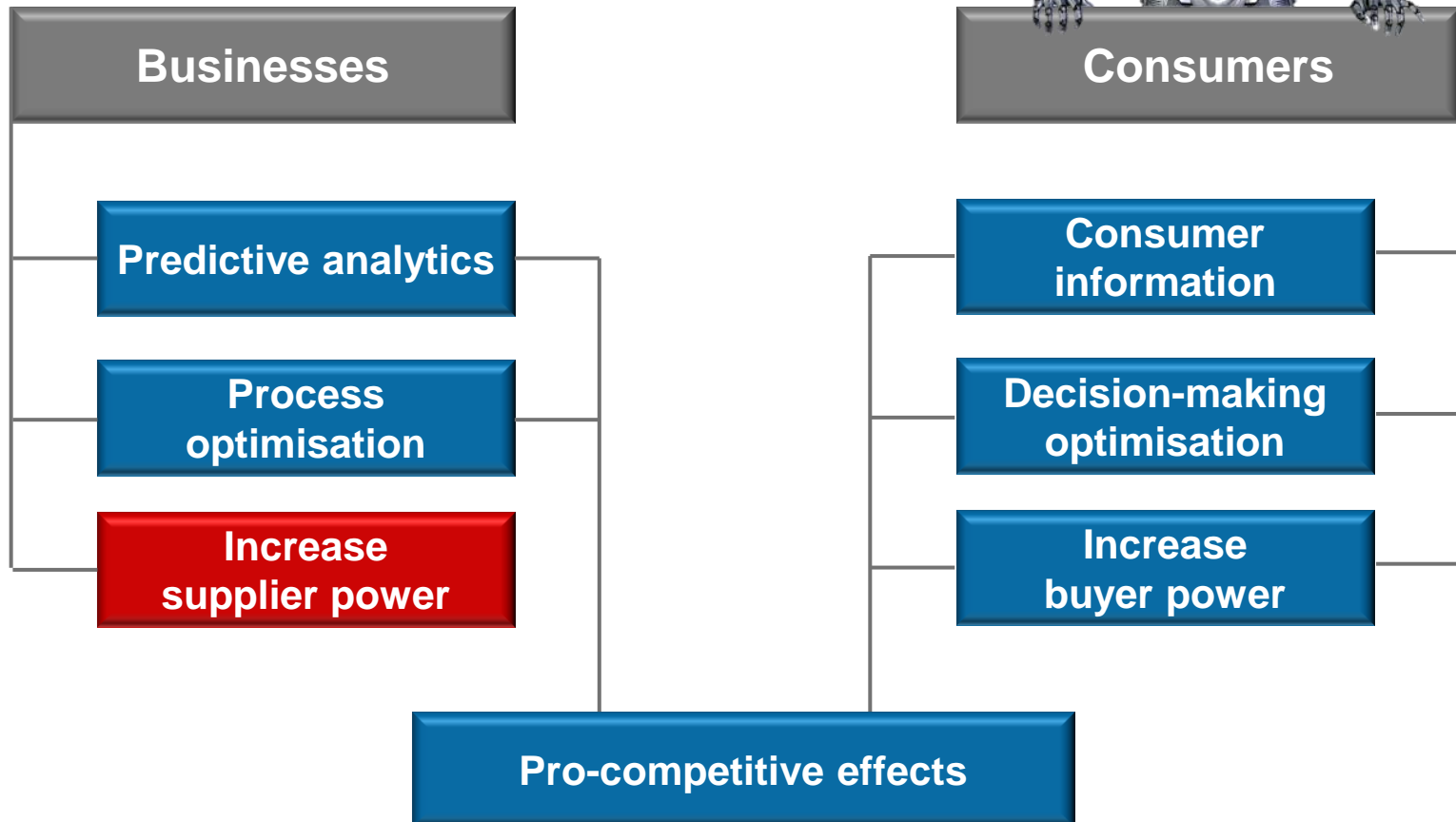
# THE ROLE OF COMPETITION IN DATA MARKETS

Ania Thiemann ([ania.thiemann@oecd.org](mailto:ania.thiemann@oecd.org))



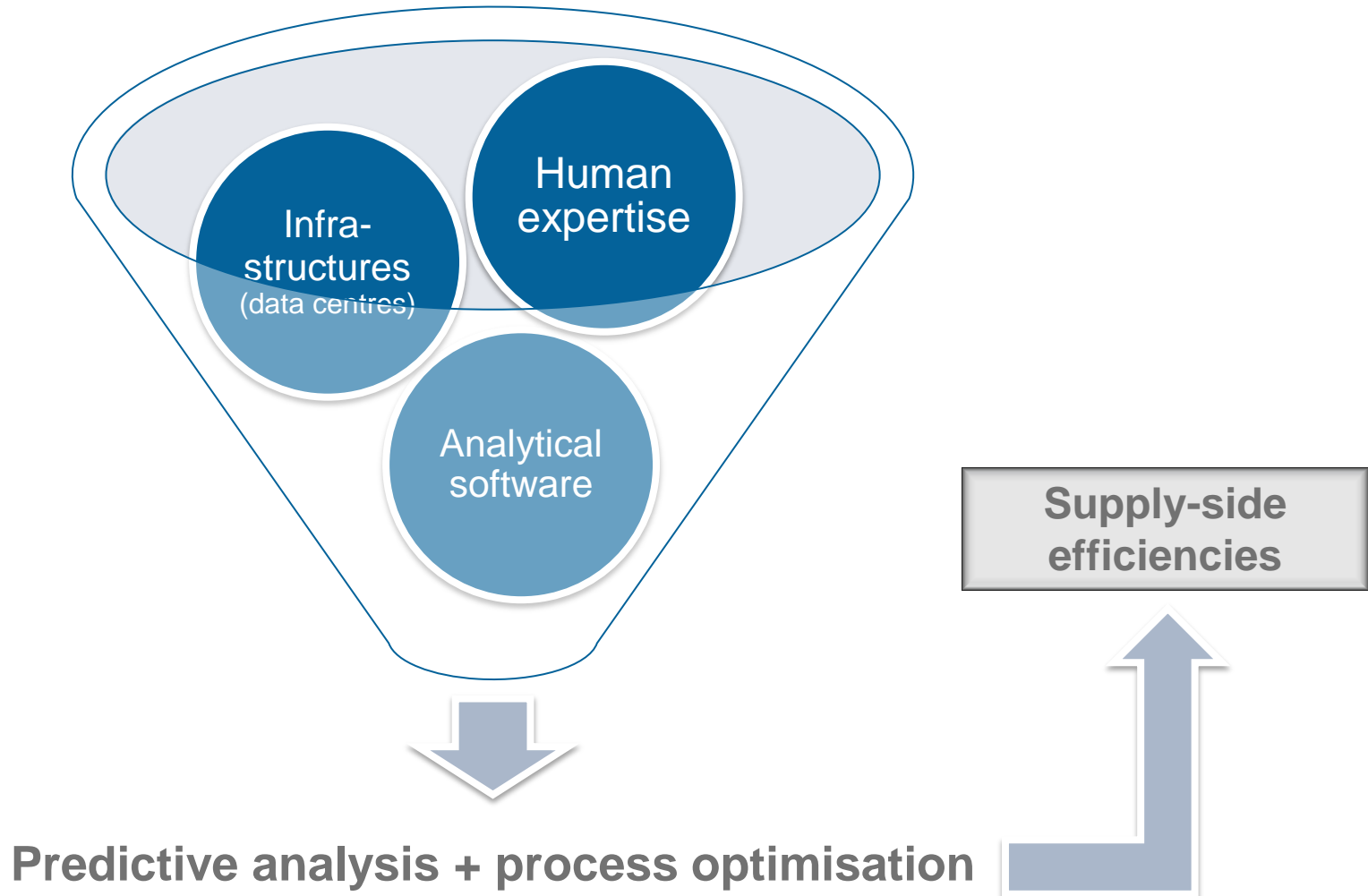


# Applications of data and advanced analytical methods





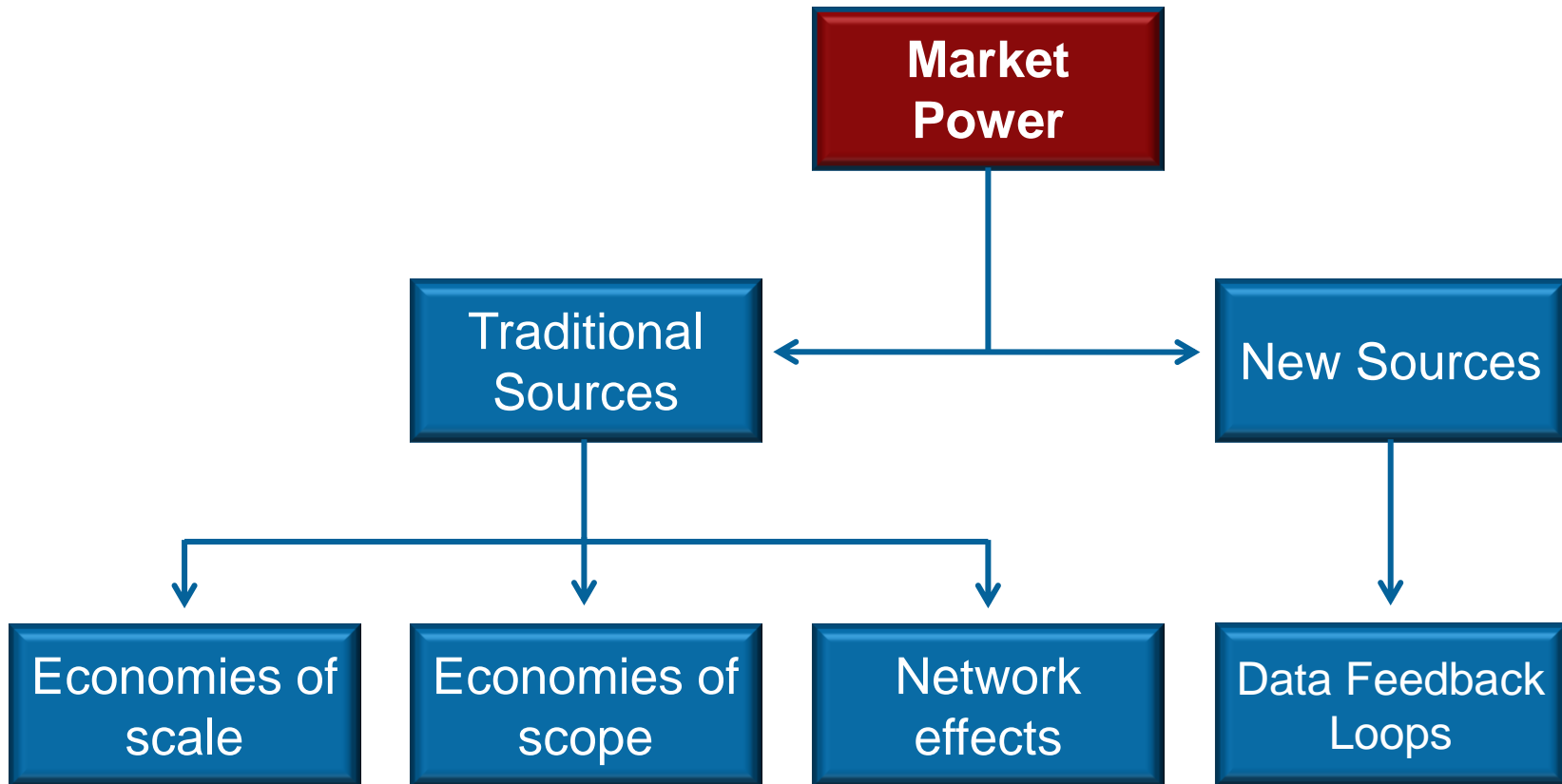
# How do businesses extract value from data?





# Market failures in the digital economy

- Why are data markets often characterised by big market players and winner-takes-all outcomes?

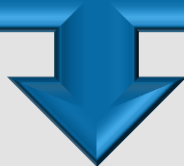




# Competition law vs market regulation

## How to prevent harm to the consumer?

**Competition law  
enforcement**



Overlap with consumer  
& data protection goals

**Market regulation**

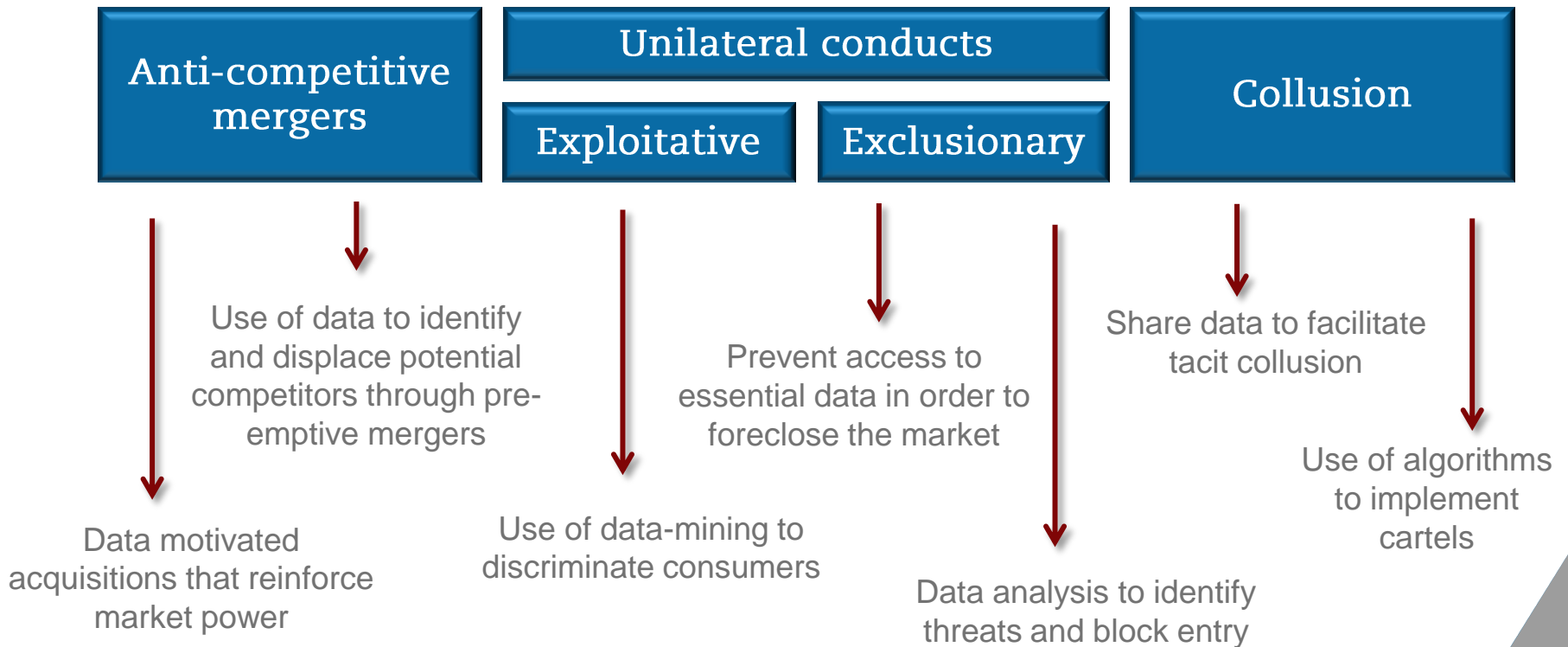


Competitive impact



# Competition law enforcement

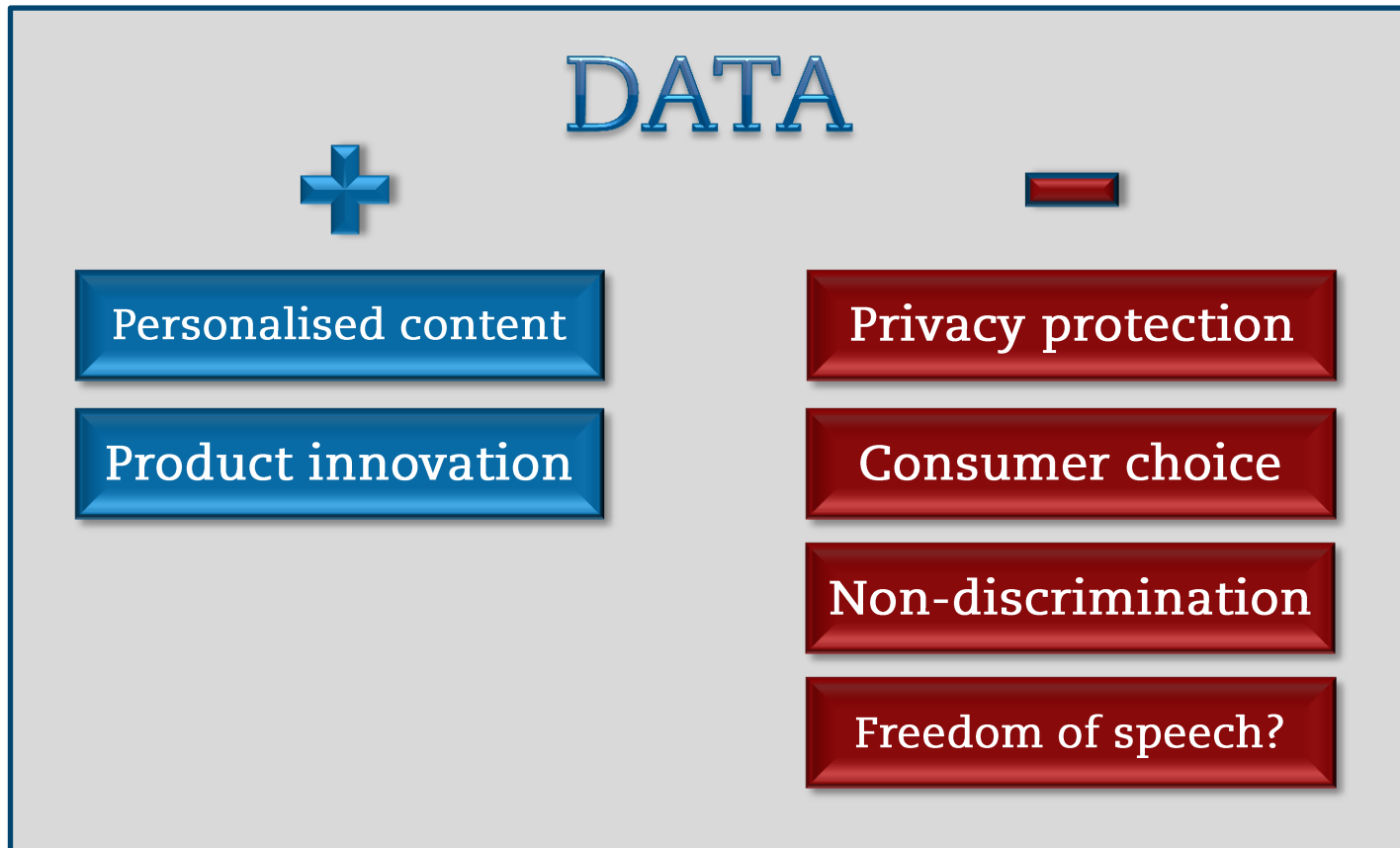
- Competition law enforcement can prevent data-related anti-competitive strategies**





# Competition law enforcement

- **Competition authorities may also consider the impact of data on quality dimensions of competition...**





# Regulations: online cookies

- **Under the current regulatory framework of online cookies, consumers have substantial difficulties in opting out or removing cookies.**
- **CMA's response to the European Commission's public consultation on the review of the *ePrivacy Directive*:**

Regulation	Positive response	Negative response
Prohibits information service providers from preventing access to their non-subscription based services in case users refuse the storing of identifiers in their terminal equipment.		X
Requires manufacturers of terminal equipment including operating systems and browsers to place on the market products with privacy by default settings.	X	



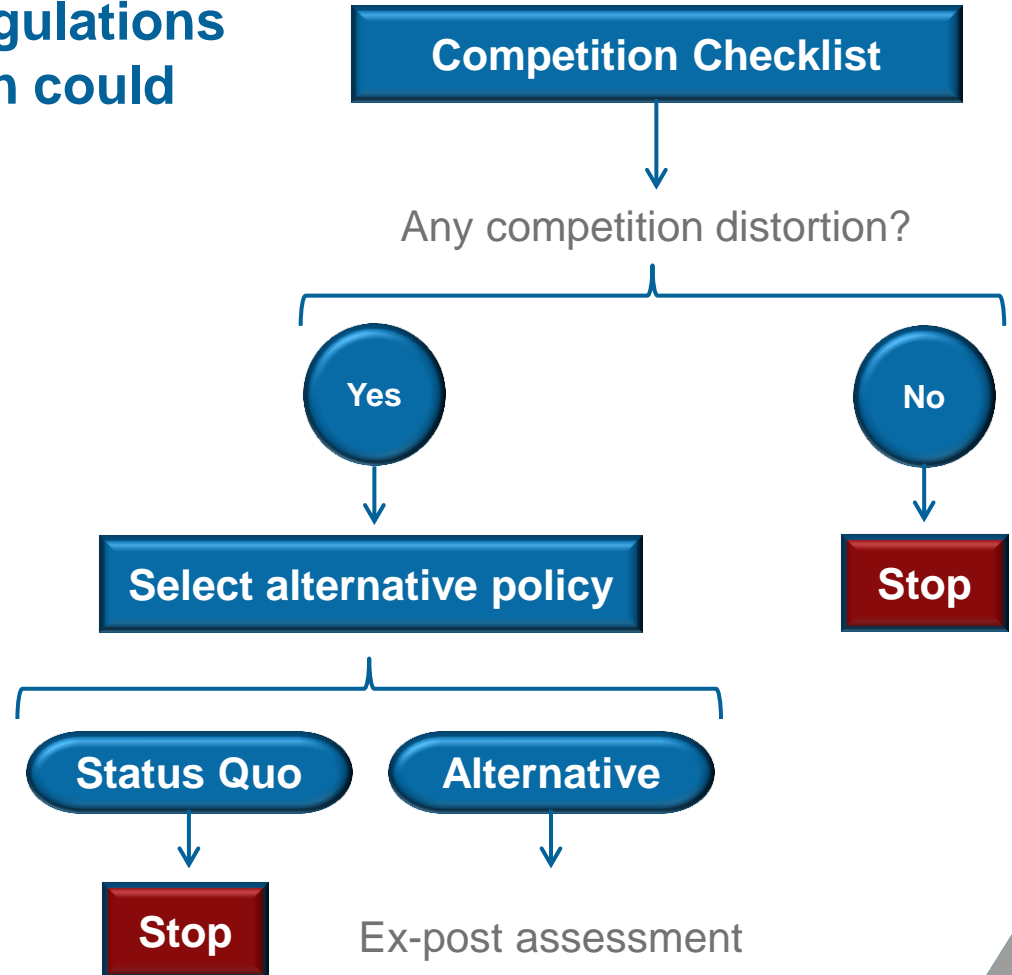


# Competitive impact of market regulation

- There is the risk that regulations for consumer protection could harm competition...



*OECD Competition Assessment Toolkit*





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*Thank you!*