

*Competition Law  
A European Vision  
of the Digital Context*

*Philip Marsden*

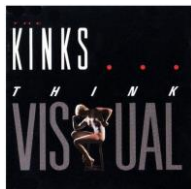
*Competition Law  
in the*



**EU struggles to build antitrust case against Amazon**  
Regulators face difficulties gathering evidence against tech giant nearly two years after probe was announced

In July 2019, EU regulators accused the online retailer of manipulating its algorithm to boost its own products "artificially" over its rivals'. As a result, they alleged, users often end up buying lower-quality products at a higher price.  
  
But EU officials are still struggling to understand how Amazon's algorithm works,

An Israeli AI wrote a Eurovision song sung by a pink robot and it's not any worse than the usual entries: [youtube.com/watch?v=4MKAF6...](https://www.youtube.com/watch?v=4MKAF6...) via @technology

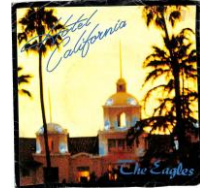


actual lyrics





actual lyrics Queen Musical



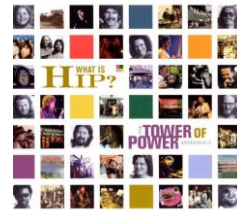
actual lyrics



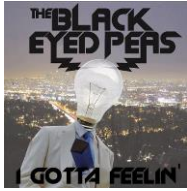
actual lyrics



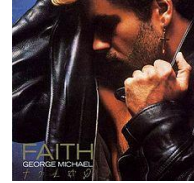
actual lyrics



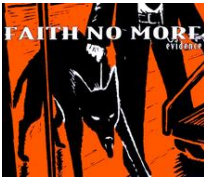
actual lyrics



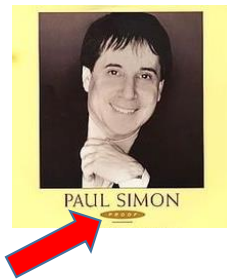
actual lyrics (possibly misheard)



actual lyrics



actual lyrics



actual lyrics



actual lyrics  
why tamper with perfection?



actual lyrics





Market study into online video platforms



Project on self-learning algorithms



Market study into appstores on mobile devices

Market study on the value of data in the competitive process

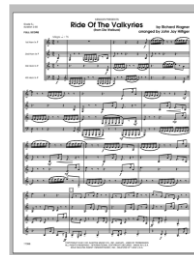
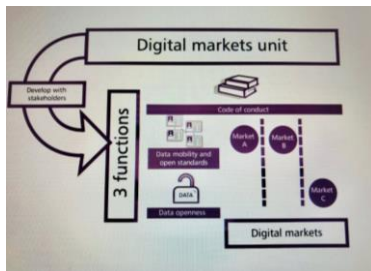
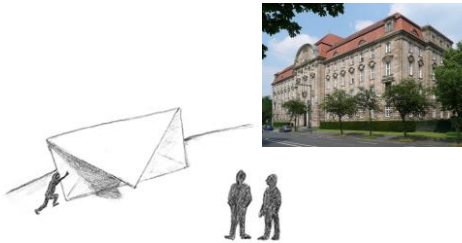




REPUBLIQUE FRANCAISE  
Autorité  
de la concurrence



Apple Pay



**Furman Panel Main Proposal: A 'Digital Markets Unit' with 3 objectives**

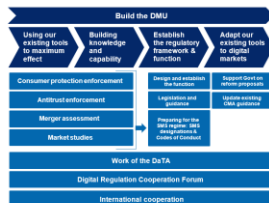
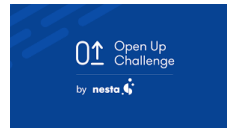
1. **Participative regulation** of designated **'Strategic Market Status'** platforms. **Code of Conduct** based on core principles around ensuring eg:
  - User access, prominence, rankings and reviews provided on a fair, consistent and transparent basis.
  - Users not unfairly restricted from, or penalised for, utilising alternative platforms or routes to market.
2. Promotion of enhanced **data portability and interoperability**, via open standards, to facilitate switching and multi-homing.
3. Promotion of data openness, eg to facilitate 'training' of potential new AI.



Not break up

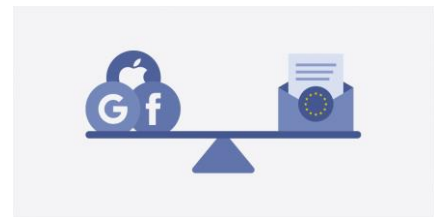


Open up

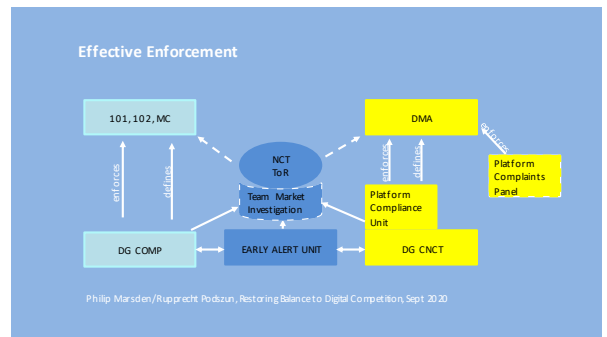




"You're a *Bad* Silicon Valley CEO, aren't you? You need to be regulated, don't you?"



t|dr





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*An International Vision*  
*of the Digital Context*



Multi-homing:

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@competitionlane