

INNOVATION - OPPORTUNITIES

The Digital Markets Act

**A short guide
for tech
challengers**

What is the Digital Markets Act (DMA)?

The [Digital Markets Act](#) (DMA) is a Regulation adopted by the European Union with a view to **opening up opportunities for innovation** in the digital sector in Europe. To that end, it imposes a range of obligations on large digital platforms known as “gatekeepers”, to the benefit of business users and consumers.

The obligations imposed by the DMA aim to:

- ▶ **reduce entry and expansion barriers** for digital challengers, thereby **increasing market contestability**. The DMA promotes head-to-head competition between digital platforms (*inter-platform competition*), for instance between different online marketplaces or between different social networks. The DMA also opens up existing digital platforms to competition at different layers of the value chain (intra-platform competition), for instance better access for app developers to operating systems or app stores.
- ▶ **improve fairness** in the respective rights and obligations of gatekeepers and their users, and achieve a better sharing of the value created in gatekeepers’ digital ecosystems. The DMA ensures that business users can secure the benefits of their innovation and efforts and promotes a more balanced relationship between the

digital platforms and their users. For example, the DMA aims to enable app developers to obtain access to app stores at fair and reasonable conditions or the possibility to terminate their relationship with (and/or switch) digital platforms without undue difficulties.

The DMA forms part of a comprehensive digital regulation framework package including also the [Digital Services Acts](#) (DSA), the [Data Act](#) or the [AI Act](#), aiming to promote a [European way for the digital transformation](#) with a view to ensuring that technology works for the people and contributes to fostering an open, competitive, democratic and sustainable society in accordance with European values and fundamental rights.

The effective implementation of the DMA depends on the willingness and ability of companies using the platform services of the gatekeepers, i.e., “business users”, to report gatekeepers’ failures to comply with the obligations provided for in the DMA.

How does the DMA work in practice?

The DMA imposes a range of obligations on large digital players known as “gatekeepers”, which are applicable to their “core platform services”. In turn, these obligations create a range of opportunities for competitors and business users of the services in question.

“Gatekeepers”: who are they?

The gatekeepers are the biggest digital platforms active in Europe (and beyond). The European Commission designates gatekeepers on the basis of three cumulative criteria: (1) their significant impact on the European market, (2) their position as an important gateway to reach European users, and (3) their entrenched and durable position.

To facilitate designation, a platform is presumed to meet these criteria and to be a gatekeeper when it meets three types of size thresholds:

- ▶ **Financial size:** annual EU turnover equal to or above € 7.5 billion in each of the last three financial years, or average market capitalization (or equivalent fair market value) amounting to at least € 75 billion in the last financial year;
- ▶ **Geographical size:** services provided in at least 3 Member States;

- ▶ **User size:** core platform service(s) used by at least 45 million monthly active end users in the EU (which represents 10% of the European population) and by at least 10 000 yearly active business users in the EU in each of the last three financial years.

The platform in question may rebut these size presumptions by showing that its size does not translate into gatekeeper power because alternative routes exist to reach European users.

Conversely, following a market investigation, the European Commission can designate as gatekeepers undertakings which do not match each of the thresholds, but which nevertheless satisfy the cumulative criteria of presenting significant market impact, being a key gateway to users and having a durable position.

Who are the designated gatekeepers?

So far, the European Commission designated seven large digital platform operators as gatekeepers based on the quantitative thresholds: [Alphabet](#), [Amazon](#), [Apple](#), [Booking](#), [ByteDance](#), [Meta](#) and [Microsoft](#).

Core platform services: what are they?

The DMA regulates certain digital services that have “tipped” in favour of a limited number of suppliers due to a combination of features. These features include extreme economies of scale, very strong network effects, an ability to connect many business users with many end users through the multi-sidedness of these services, a significant degree of dependence of both business and end users, lock-in effects, a lack of multi-homing by end users, vertical integration, and data-driven advantages.

The DMA has identified **ten categories of such digital services** that are classified as “**Core Platform Services**” (CPS), subject to a range of obligations and prohibitions when provided by platforms designated as gatekeeper. These services can be clustered in four layers of the digital value chain: infrastructure, access, applications (“apps”) and online ads.

At infrastructure level:

- ▶ **Operating systems (OS):** ‘systems software that control the basic functions of the hardware or software and enables software applications to run on it’. **Examples:** [Google Android](#), [Apple iOS](#) or [Microsoft Windows](#).

- ▶ **Cloud computing services:** ‘information society services that enable access to a scalable and elastic pool of shareable computing resources’.
- ▶ **Virtual assistants:** ‘software that can process demands, tasks or questions, including those based on audio, visual, written input, gestures or motions, and that, based on those demands, tasks or questions, provide access to other services or controls connected or physical devices’.

At access level:

- ▶ **Online B2C intermediation services:** ‘information society services allowing (i) business users to offer goods or services to consumers, with a view to (ii) facilitating the initiating of direct transactions between business users and consumers regardless of whether the transaction is finally concluded offline, online or not at all and (iii) which provide services to business users, based on contractual relationships between the platform and the business user’. They include:
 - ◆ **app stores:** ‘online intermediation services focused on software applications as the intermediated product or service’. **Examples:** [Apple App store](#) or [Google Play store](#);

- ◆ **marketplaces:** ‘information society services that allow consumers and/or traders to conclude online sales or service contracts with traders either on the online marketplace’s website or on a trader’s website that use computing services provided by the online marketplace’. **Examples:** [Amazon Marketplace](#) or [Meta Marketplace](#).

- ▶ **Web browsers:** ‘software applications that enable end users to access and interact with web content hosted on servers that are connected to networks such as the Internet, including standalone web browsers as well as web browsers integrated or embedded in software or similar’. **Examples:** [Apple’s Safari](#) or [Google Chrome](#).

At application level:

- ▶ **Online search engines:** ‘information society services allowing users to input queries in order to perform searches of, in principle, all websites, or all websites in a particular language, on the basis of a query on any subject in the form of a keyword, voice request, phrase or other input, and returns results in any format in which information related to the requested content can be found’. **Examples:** [Google Search](#).

► **Online social networks:** 'platforms that enable end users to connect and communicate with each other, share content and discover other users and content across multiple devices and, in particular, via chats, posts, videos and recommendations'. **Examples:** Meta's Facebook and Instagram, ByteDance's TikTok or Microsoft's LinkedIn.

► **Video-sharing platform services:** 'services where the principal purpose, or an essential functionality is the provision of programmes and/or of user-generated videos to the general public for which the platform does not have editorial responsibility but determines the organisation of the content'. **Examples:** Google's YouTube.

► **Number-independent interpersonal communication services:** 'services that enable direct interpersonal and interactive exchange of information via electronic communications networks between a finite number of persons (whereby the persons initiating or participating in the communication determine its recipient) and which does not connect with publicly assigned numbering resources'. **Examples:** Meta's WhatsApp or Facebook Messenger.

At advertising level:

► **Advertising services** (offered by a provider of any of the above-listed nine core platform services, including advertising networks, advertising exchanges and any ad intermediation services. **Examples:** Google AdX, Amazon Ad Server or Meta Audience Network.

In its [decisions](#) designating the gatekeepers, the European Commission has also identified and delineated the core platform services of the gatekeepers to which the DMA obligations are applicable.

■ Table 1: Core platform services per Gatekeeper

	OS	Intermediation	Browsers	Search	Social network	Video sharing	Com app	ads
Alphabet	Android	Google Play Google Shopping Google Maps	Chrome	Google Search		YouTube		Google
Amazon		Amazon Marketplace						Amazon
Apple	iOS iPadOS	Apple Store	Safari					
Booking		Booking.com						
Byte Dance					TikTok			
Meta		Meta Marketplace			Facebook Instagram		WhatsApp Messenger	Meta
Microsoft	Window				LinkedIn			

What are the opportunities offered by the DMA?

In order to open up new opportunities for European business users and unlock digital innovation in the EU, the DMA imposes a list of 'dos and don'ts' on the designated gatekeepers in relation to their core platform services.

Those obligations and prohibitions may be clustered into four categories: (i) preventing anti-competitive leveraging practices within the digital ecosystems of the gatekeepers, (ii) reducing entry barriers on the supply side and opening up the platforms and access to the data of the gatekeepers, (iii) reducing entry barriers on the demand side and facilitating user switching and multi-homing, and (iv) increasing transparency in the online advertising value chain.

(i) Preventing anti-competitive leveraging practices by gatekeepers

The first cluster of DMA obligations aims to prevent gatekeepers from leveraging their strong position in one digital market/service to other such services within their own ecosystems. In that regard, the DMA contains five main prohibitions related to services and data:

- ▶ Gatekeepers are prohibited from **combining personal data sourced from their core platform services with data originating from their other services**, or from third-parties, unless the end-user has been presented with a specific choice and has provided meaningful **consent** to the gatekeeper ([Art.5.2](#)).
- ▶ Gatekeepers are prohibited from **bundling together different designated Core Platform Services**, for instance bundling an operating system with an app store or a search engine ([Art.5.8](#)).
- ▶ Gatekeepers are prohibited from **bundling their designated core platform services with their identification services, web browser engine or payment services**, for instance forcing the user of an operating system or an app store to use the identification service of the gatekeeper ([Art.5.7](#)).
- ▶ Gatekeepers are prohibited from **self-preferencing in the ranking** of their own products and services over competing third-party products and services ([Art.6.5](#)).
- ▶ Gatekeepers are prohibited from **using, in competition with business users, any data generated or provided by these business users** or their customers when they use the core platform services of the gatekeepers (if not publicly available) ([Art.6.2](#)).
- ▶ Gatekeepers are obliged to **allow side-loading** and the use of third-party apps and app stores using or interoperating with their operating system. This obligation allows third-party apps and app stores to be accessed by means other than through the gatekeeper's core platform service ([Art.6.4](#)).
- ▶ Gatekeepers are obliged to grant business users and providers of ancillary services with **access to, and vertical interoperability** with, the same features that it uses on its core platform service in providing ancillary services ([Art.6.7](#)).
- ▶ Gatekeepers are obliged to give **access to their app stores, search engines and virtual assistants** at fair, reasonable and non-discriminatory (FRAND) conditions ([Art.6.12](#)).
- ▶ Gatekeepers are obliged to allow **horizontal interoperability** for the basic functionalities of their communication apps ([Art.7](#)).

(ii) Opening up gatekeepers' platforms and data

The second cluster of DMA obligations aim to open the platforms of the gatekeepers such that new innovative app developers and platforms can rely on them to deploy their own products. In that regard, the DMA contains four main obligations:

As data has become a key input for digital innovation, the DMA also opens up access to the data of gatekeepers:

- ▶ Gatekeepers are obliged to **provide business users, free of charge, with effective, high-quality, continuous and real-time access to data** that is generated by or in the context of a core platform service used by those business users and their end-users ([Art.6.10](#)).
- ▶ Gatekeepers are obliged to provide any third-party provider of online search engines with **access to ranking, query, click and view data, in relation to search** generated by end-users on the online search engines of the gatekeeper at fair, reasonable and non-discriminatory (FRAND) terms ([Art.6.11](#)).

(iii) Facilitating user switching and mobility

Access to existing platforms and data is not enough to unlock digital innovation; digital innovators also need access to users that are not locked in with existing gatekeepers. This is why the third cluster of DMA obligations increases the options for users to switch across platforms or to multi-home on several platforms. At the same time, these obligations increase choice for and the autonomy of European users. In that regard, the DMA contains seven prohibitions and obligations:

- ▶ Gatekeepers are prohibited from **using price parity clauses or measures having equivalent effect to parity**, hence gatekeepers should allow business users to offer the same services to end-users at different terms and conditions than those offered through the core platform services ([Art.5.3](#)).
- ▶ Gatekeepers are prohibited from using **anti-steering clauses**, hence gatekeepers should allow business users to promote offers to end-users acquired via core platform services and to conclude contracts with these end-users regardless of whether, for that purpose, they use the gatekeeper's core platform service ([Art.5.4](#)).
- ▶ Gatekeepers are prohibited from **anti-disintermediation practices**, hence gatekeepers should allow end-users to access, through their core platform service, content, subscriptions, features or other items by using the apps of a business user, where these items have been acquired by the end-users from the relevant business user without recourse to the gatekeeper's core platform services ([Art.5.5](#)).
- ▶ Gatekeepers are obliged to **allow end-users to easily uninstall** pre-installed apps on their core platform services and to easily change defaults on specific core platform services, including through the use of choice screens ([Art.6.3](#)).

- ▶ Gatekeepers are prohibited from imposing **technical restrictions** on the ability of end-users to **switch** between different apps and services to be accessed with their operating systems ([Art.6.6](#)).
- ▶ Gatekeepers are prohibited from **restricting business users from complaining** and raising issues related to their practices with public authorities ([Art.5.6](#)).
- ▶ Gatekeeper are prohibited from imposing **disproportionate conditions** or processes for the **termination** of the core platform services ([Art.6.13](#)).

Given the importance of data, the DMA also provides that:

- ▶ Gatekeepers are obliged to provide the effective, continuous and real-time **portability of data** generated through the activity of a business user or its end-users, in particular to facilitate the exercise of data portability by end-users ([Art.6.9](#)).

(iv) Increasing transparency in online advertising

The last cluster of DMA obligations increases transparency in the online advertising value chain. Transparency may reduce anti-competitive practices in online ads markets and better enable public authorities to deal with such practices. The DMA imposes two main transparency obligations:

- ▶ Gatekeepers are obliged to provide online advertisers and publishers with information concerning the **price paid by the advertiser and the remuneration** paid to the publisher ([Arts. 5.9 and 5.10](#)).
- ▶ Gatekeepers are obliged to provide online advertisers and publishers, free of charge, with access to their **performance measuring tools** and the information necessary to carry out their own independent verification of the ad inventory ([Art.6.8](#)).

How does the DMA help business users bring innovation to the market?

The obligations imposed by the DMA will bring changes in the gatekeepers' core platform services, which creates many opportunities for business users to bring innovation to digital markets in Europe. For [example](#):

- ▶ The neutral choice screens obligation facilitates the deployment of innovative browsers and search engines on smartphones, tablets and PC.
- ▶ The disintermediation and interoperability obligations facilitate the distribution of alternative app stores on Android and Apple smartphones, or Windows PC.
- ▶ The anti-steering and sideloading provisions facilitate the deployment of apps by being less dependent on the Apple or Google app store conditions.
- ▶ The prohibition of self-preferencing and the obligation to grant business users access to their own data facilitate the development of alternative marketplaces.
- ▶ The obligation to give access to data generated by clients on a gatekeeper's platform (including performance metrics and users' behaviours) enables better informed decision-making by business users.
- ▶ The multiple data access and portability obligations facilitate the development of new data-based services and online advertising services.
- ▶ The interoperability obligation among communication apps facilitates the creation of new messaging services.
- ▶ The browser is the gateway to the web. Tech challengers must be able to freely conduct their business through access to interoperable software, products and services, both among and between websites and access data where there is a data deficit such as in relation to IDs for advertising to ensure a level playing field when competing in advertising.

The implementation of the DMA is a dynamic process: **more and better opportunities will arise in the future**. So far, the gatekeepers designated in September 2023 have reported the changes introduced to their services in their [compliance reports](#). The main changes, which are presented in the table provided in the Annex, relate to:

- ▶ [Consent mechanisms for users to link data and services within the ecosystems of the gatekeepers;](#)
- ▶ [Possibilities for the developers of apps and app stores to have easier access to the platforms and the users of the Apple and Android smartphones;](#)
- ▶ [New pathways for business users to access the data they generated on the platforms of the gatekeepers;](#)
- ▶ [New choice screens offered to enable end-users set their browser and search engine preferences;](#)
- ▶ [New possibilities for end-users to port their data outside of a gatekeeper's ecosystem;](#)
- ▶ [Access to new and improved metrics for online advertisers to better assess the cost-effectiveness of their campaigns.](#)

Those changes are currently being assessed by the European Commission to determine whether they are sufficient to effectively ensure contestability and fairness in the European digital markets. Should the Commission determine that the changes in question are not sufficient, it has the possibility to initiate **non-compliance actions**. So far, it did so against some of the gatekeepers (e.g., Alphabet regarding the prohibition of anti-steering and self-preferencing, Apple regarding the obligation for user choice obligation and the prohibition of anti-steering, Meta on its new pay or consent model), and further took **a range of investigatory steps** to inquire about issues faced by business users (e.g., Amazon regarding the prohibition of self-preferencing and Apple regarding the new fee structure to access its App store). It is therefore possible that some gatekeepers would need to modify their service offerings further to comply effectively with the DMA.

How is the DMA applied and enforced?

The success of the DMA in unlocking opportunities and innovation in digital markets will depend on effective compliance monitoring and enforcement. To that end, the DMA has set up a sophisticated **compliance and enforcement** system led by the European Commission with the support of national (competition) authorities, national courts, the gatekeepers themselves, their business and end-users, as well as civil society organisations.

European Commission

As the DMA regulates global firms that are generally active in all EU Member States, the European Commission is the main regulator in charge of enforcing it. It can adopt [decisions](#) to:

- ▶ **Designate** gatekeepers in respect of core platform services that are then subject to DMA obligations;
- ▶ **Specify** and clarify the content of DMA obligations;
- ▶ Closely **monitor** DMA compliance by the gatekeepers;
- ▶ In case of suspected non-compliance, **open investigations** into the relevant gatekeepers' practices;
- ▶ Impose **interim measures** in case of risks of serious and irreparable harm to the users of the gatekeepers;
- ▶ Accept **compliance commitments** from the gatekeepers;
- ▶ **Sanction non-compliance** by imposing fines, mandating change of practices or even, in case of systemic violation, structural remedies (e.g., divestitures or split-up of assets/systems).

Given the large asymmetry of information with the gatekeepers, the European Commission has **extensive powers to gather information by sending compulsory requests for information** by sending compulsory requests for information, imposing

retention orders, conducting inspections on gatekeepers' premises, hear gatekeepers' business and end-users or civil society organisations, as well as whistleblowers in a confidential setting.

To execute those multiple and complex tasks, the European Commission has assembled a large team of legal, economic, and technical experts but also counts on the external expertise of business (and end-) users, academia, and civil society as a whole.

European Commission workshops to enhance dialogue with gatekeepers' users and experts for an effective DMA compliance

To reach out to gatekeepers' users, civil society and academia, the European Commission has organised two series of [open workshops](#). The first series, which took place in 2023 while the gatekeepers were preparing their compliance plans, explored the

implementation questions raised by some DMA obligations. The second series, which took place in March 2024 after the changes announced by the gatekeepers, discussed the effectiveness of those changes in achieving the objectives of the DMA.

National (competition) authorities

National authorities have an important role to play in supporting the European Commission's enforcement efforts due to their proximity with the local digital innovators who are the main beneficiaries of the DMA.

The [national competition authorities](#) of the EU Member States, in different ways depending on domestic legislation, can **receive signals and hear complaints** from local innovators or end-users raising issues about possible instances of non-compliance with the DMA. After a preliminary assessment or after further investigation, the national

competition authority may pass on the relevant information to the European Commission for further action. The national competition authorities may also support the European Commission in monitoring compliance and supporting market investigations, by carrying out inspections, interviews, or by collecting and transferring information in its possession or obtained from third parties, as well as by conducting its own enforcement actions which would afterwards be referred to the European Commission for a final decision under the DMA.

National courts

National courts are competent to enforce the DMA to a certain extent and can hear and decide on **legal actions brought against gatekeepers in case of non-compliance with DMA obligations**. For example, such a legal action may be brought by a business user after finding that the interoperability offered by a gatekeeper is not effective enough to meet the objectives of the DMA. Legal actions may also be brought by an end-user or even a group of end-users under a class action. To support national courts in deciding cases which may be complex, the European Commission may intervene in the national proceedings by submitting an expert opinion (“amicus curiae”) to the national judges.

Compliance by gatekeepers

In addition to the public authorities, the gatekeepers themselves also have important roles to play in the effective enforcement of the DMA.

Under the DMA, **gatekeepers have the responsibility to demonstrate that they comply** with all the obligations applicable to their services; if they don't, they can be investigated and sanctioned for non-compliance. It is therefore primarily incumbent on the gatekeepers to demonstrate compliance. Gatekeepers should also appoint a **compliance officer** specifically in charge of ensuring DMA application and cooperation with the European Commission, which should be independent from products staff and report directly to the management of its gatekeeper.

Gatekeepers should also provide to the European Commission with **annual compliance reports** explaining in detail the contractual and technical measures adopted and still envisaged to comply with the DMA, as well as reporting on the consultation of users in deciding on those measures and monitoring their effects. Non-confidential versions of these compliance reports are available on the European [Commission website](#) in order to allow users, civil society and the public at large to monitor compliance.

Partnership with business and end-users

The DMA could not be enforced effectively without the insight and the support of business and end-users which interact directly with the gatekeepers and are the DMA's prime beneficiaries. This is why the DMA creates a **'partnership' between public authorities and existing or potential users** of the gatekeepers, as follows:

- ▶ Users have access to the non-confidential [compliance reports](#) of the gatekeepers, so they can keep track of changes in the relevant digital services, as well as the reasons for and effects of those changes;
- ▶ If a user is of the opinion that a gatekeeper does not comply with its obligations under the DMA, they may **raise the issue (also anonymously) with the European Commission or any national competition authority**. The user may also bring a legal action against the gatekeeper before national courts.

- ▶ If the European Commission or a national authority suspects non-compliance, they may open an investigation and **hear the views of complainants and other users**;
- ▶ The European Commission may always hear the views of the users before taking any decision related to DMA enforcement.

Where to complain in case of non-compliance, and how?

If you are an existing or potential user of a core platform service of a gatekeeper and you suspect a violation of one or more DMA obligations, you have different paths for action:

- ▶ Raise the issue at the European Commission:
EC-DMA@ec.europa.eu
- ▶ Raise the issue or lodge a complaint before your [national competition authority](#)
- ▶ Bring legal action before national courts

Sanctions in case of non-compliance

Breaches of DMA obligations may lead to **important financial, behavioural and structural sanctions**. In case of non-compliance, the European Commission may impose:

- ▶ **Fines** of up to 10% of the gatekeeper's total worldwide annual turnover, or up to 20% in the event of repeated infringements;
- ▶ In case of systematic infringements of the DMA obligations, **additional remedies** may be imposed on the gatekeepers after a market investigation. Such remedies need to be proportionate but, if necessary and as a last resort option, non-financial remedies can be imposed and can include behavioural and structural remedies, e.g., the divestiture of (parts of) a business.

In addition when a (business or end) user suffers financial loss because a gatekeeper has breached its DMA obligations, **damages** can be sought before a national court.

Additional practical resources

- ▶ European Commission DMA website: https://digital-markets-act.ec.europa.eu/index_en
- ▶ European Commission gatekeepers designation decisions: <https://digital-markets-act-cases.ec.europa.eu/search>
- ▶ Gatekeepers' compliance reports: <https://digital-markets-act-cases.ec.europa.eu/reports/compliance-reports>
- ▶ European Commission Non-compliance procedures <https://digital-markets-act-cases.ec.europa.eu/search>
- ▶ European Commission's dedicated whistleblower tool to report non-compliance situations https://digital-markets-act.ec.europa.eu/whistleblower-tool_en

Annex: Examples of how DMA compliance has brought changes to digital services in Europe

(based on gatekeepers' original compliance reports and subject to further assessment by the European Commission)

	Preventing anti-competitive leverage	Opening platforms and data	Facilitating users switching and multi-homing	Increasing online ads transparency
Alphabet	<ul style="list-style-type: none"> ▶ New settings for additional consents for linking Google services and data ▶ New dedicated units and chips to help users find comparison sites in areas like flights, hotels and shopping 	<ul style="list-style-type: none"> ▶ New tools for developers for sideloading of third-party apps and app stores, for alternative and user choice billing, and external offers program ▶ Increased transparency on data and analytics across Play and Search Console, Merchant Center, Google Analytics, Google Ads and other dashboards and APIs 	<ul style="list-style-type: none"> ▶ Choice screens on Android phone to switch search engine and browsers ▶ Increased possibility of data sharing and portability with Google Takeout, the Data Transfer Initiative and Data Portability API for developers 	<ul style="list-style-type: none"> ▶ More data for advertisers
Amazon	<ul style="list-style-type: none"> ▶ New consent prompts to share data across Amazon services or to use their personal information from any Amazon or third-party service to show them personalized ads ▶ New Non-discriminatory criteria that determine the "Featured Offer" on product detail page 	<ul style="list-style-type: none"> ▶ New tools for developers for sideloading of third-party apps and app stores, for alternative and user choice billing, and external offers program ▶ Increased transparency on data and analytics across Play and Search Console, Merchant Center, Google Analytics, Google Ads and other dashboards and APIs 	<ul style="list-style-type: none"> ▶ New tools for data portability 	<ul style="list-style-type: none"> ▶ New price and performance data for advertising customers in a dedicated secure data environment (clean room)

Preventing anti-competitive leverage	Opening platforms and data	Facilitating users switching and multi-homing	Increasing online ads transparency
<p>Apple</p>	<ul style="list-style-type: none"> ▶ Changes to iOS in order to enable (i) new options for distributing iOS apps from alternative app marketplaces, (ii) new framework and APIs for creating alternative app marketplaces, (iii) new frameworks and APIs for alternative browser engines enabling developers to use browser engines, other than WebKit, for browser apps and apps with in-app browsing experiences, (iv) and interoperability request form where developers can submit additional requests for interoperability with iPhone and iOS hardware and software features. ▶ New APIs enabling developers to use NFC technology in their banking and wallet apps ▶ Changes to the app stores with (i) new options for using payment service providers within a developer's app to process payments for digital goods and services; (ii) new options for processing payments via link-out where users can complete a transaction for digital goods and services on the developer's external website; and (iii) new business planning tools for developers to estimate fees and understand metrics associated with Apple's new business terms for apps in the EU. ▶ New business terms for iOS apps with (i) a reduced commission of either 10% or 17% on transactions for digital goods and services, (ii) a payment processing fee for an additional 3% fee and (iii) a core Technology Fee of €0.50 for each first annual install per year over a 1 million threshold. 	<ul style="list-style-type: none"> ▶ New choice screen on Safari to prompt users to choose a default browser from a list of options ▶ Expanded data portability on Apple's Data & Privacy site, where EU users can retrieve new data about their usage of the App Store and export it to an authorized third-party. 	

Preventing anti-competitive leverage	Opening platforms and data	Facilitating users switching and multi-homing	Increasing online ads transparency
<p>Byte Dance</p>		<ul style="list-style-type: none"> ▶ New Data Portability API to allow registered developers to request user permission to transfer a copy of their TikTok data either a one-time or recurring transfer. ▶ Improvement of the speed and functionality of Download Your Data tool, which allows both personal and business accounts to export and download relevant profile data and posts, and added functionality allowing users to select which data categories they wish to export. 	
<p>Microsoft</p>	<ul style="list-style-type: none"> ▶ Changes in data handling in Windows, for example, any data collected from Windows PCs about non-Microsoft applications running on Windows – is not used for any competitive purpose against the providers of those application. ▶ Clarifications as to when Microsoft combines Windows data with data from other Microsoft products and services and it will obtain consent for those data combinations. ▶ No longer sign-in automatically Windows users into other Microsoft products such as Edge, Bing, and the Microsoft "Start" service 	<ul style="list-style-type: none"> ▶ More information to developers on how to create third-party news feeds in the Windows Widgets panel in the same way as Microsoft Edge ▶ LinkedIn rolled out new ways for members and customers to access their data on LinkedIn. While LinkedIn members already have the ability to download a copy of their data through their settings, ▶ Design and implementation of new APIs for LinkedIn members and their authorized third-party developers to access, on a continuous basis, the data they provided on LinkedIn or generate while engaging on the platform. 	<ul style="list-style-type: none"> ▶ Redesign Edge browser and Bing web search functionality so that users can uninstall these applications from Windows using the standard Windows mechanisms that are available for uninstallation ▶ Design and implementation of new APIs allowing LinkedIn Page administrators and their authorized third-party developers to access: (1) data they have provided on the LinkedIn platform or generated while using LinkedIn; and (2) data provided or generated by LinkedIn members through their engagement with Pages, subject to those members' consent ▶ Enabling business users who purchase LinkedIn Marketing Solutions services to work with independent ad verification partners that meet qualifying criteria to verify their advertisements inventory through ad verification API.

Preventing anti-competitive leverage	Opening platforms and data	Facilitating users switching and multi-homing	Increasing online ads transparency
<u>Meta</u>		<ul style="list-style-type: none">▶ Additional options to share data or not across Meta platforms (Facebook, Instagram, Messenger, Marketplace, Gaming)▶ New choice to European users of using Instagram and Facebook for free with ads, or subscribe to stop seeing ads (the so-called pay or consent model)	



**An initiative of the Belgian
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