



TELEPHONE



RADIO



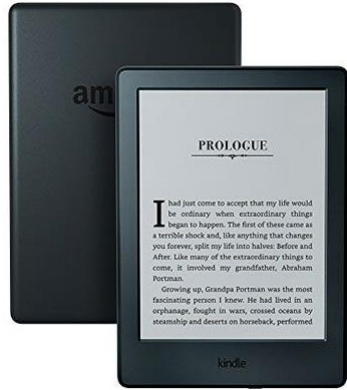
ALARM CLOCK



RECORD PLAYER



LETTER PAPER



EBOOK READER



DIGITAL CAMERA



GAMING DEVICE



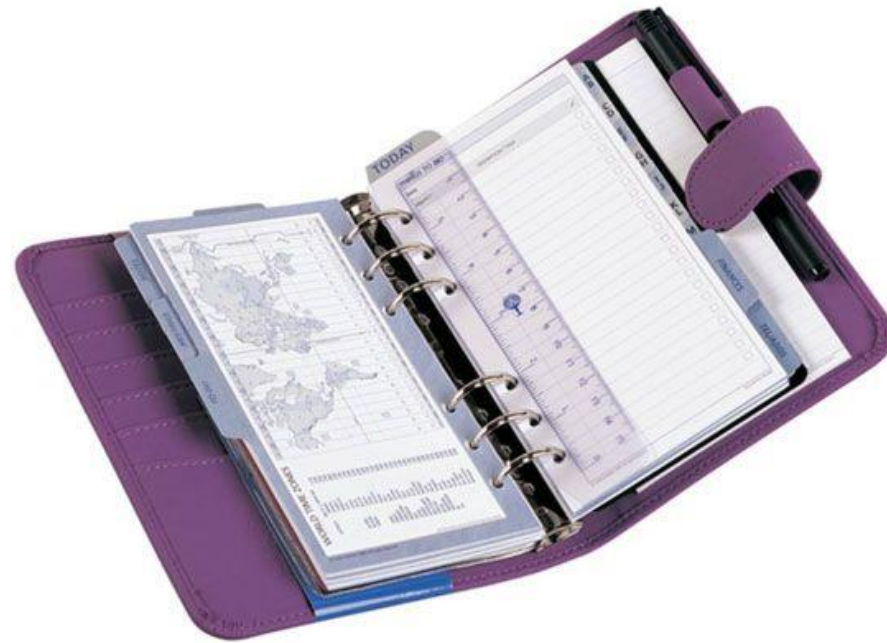
PC



FLASHLIGHT

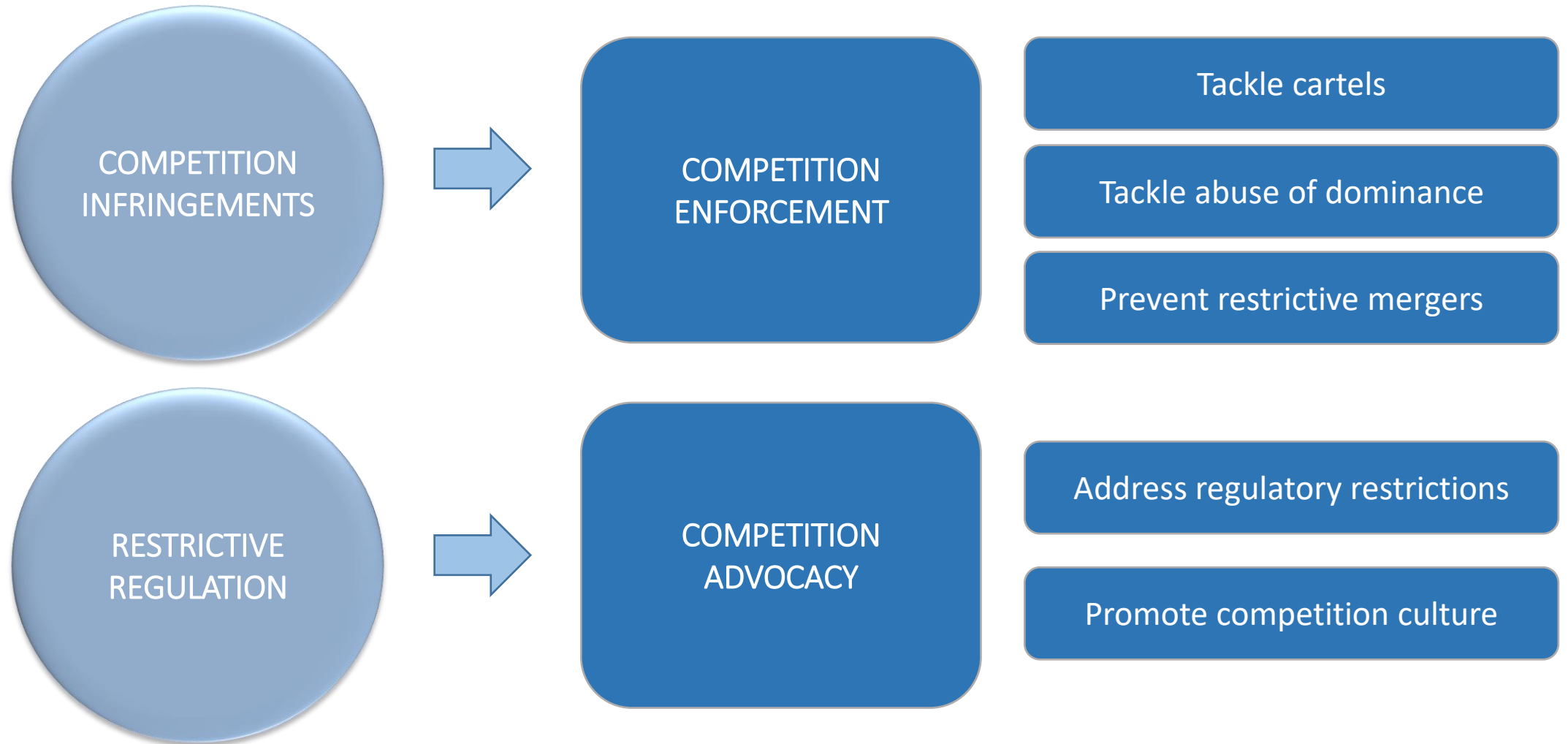


MAP



PERSONAL ORGANISER

The role of competition authorities



Competition enforcement in digital markets

DETECTION AND INVESTIGATION OF CARTELS IS MORE TRICKY

Online markets make cartels easier to create and maintain

BLURRED BORDERS BETWEEN LEGITIMATE AND ABUSIVE CONDUCT

Network economies and market tipping enhance dominance

INTERSECTION WITH PRIVACY AND CONSUMER PROTECTION

Data have become a crucial factor for competition

BLURRED BORDERS BETW. EFFICIENCY-ENHANCING AND KILLER ACQUISITIONS

Market definition and effects are more complex

DAVID VS. GOLIATH

Competition advocacy in digital markets

LIMITED VALUE OF PAST
EXPERIENCE
New/innovative
undertakings

Similar products or
services but
different business
models

STRONG POLITICAL
PRESSURE
Long term benefits are
less appealing than short-
term ones

Disruptive impact,
strong reactions
Public interests at
stake

HOLISTIC APPROACH
Need for cooperation
and technical expertise

Complex multi-
disciplinary
approach

TIME IS OF ESSENCE
Despite limited
information

Fast market
developments