

THE FUTURE OF ANTITRUST IN THE DIGITAL AGE

A European perspective



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Rond-Point Schuman 6 - 1040 Brussels

❑ A NEGATIVE VIEW

Digital platforms are (quasi) natural monopolies, because of network effects and the essential (data) assets they benefit, implying the need for a regulation and competition policy similar to (other) network industries;

❑ A POSITIVE VIEW

There is adequate (potential) competition both in the market(s) and for the market(s) as market power in the digital world is temporary, as incumbent companies are potentially subject to being displaced by more new innovative entrants (as was the case for MySpace overtaken by Facebook, Yahoo by Google, etc.)

- Privacy concerns related to the use of data.
- Indeed, the main disruptive aspect of online platform economics concerns the establishment of a business model based on transactions, where data is implicitly exchanged for cheap or free services in a multi-sided market context.
- Are we fairly compensated for providing our data?

Main concerns – Acquisition sprawl of potential rivals

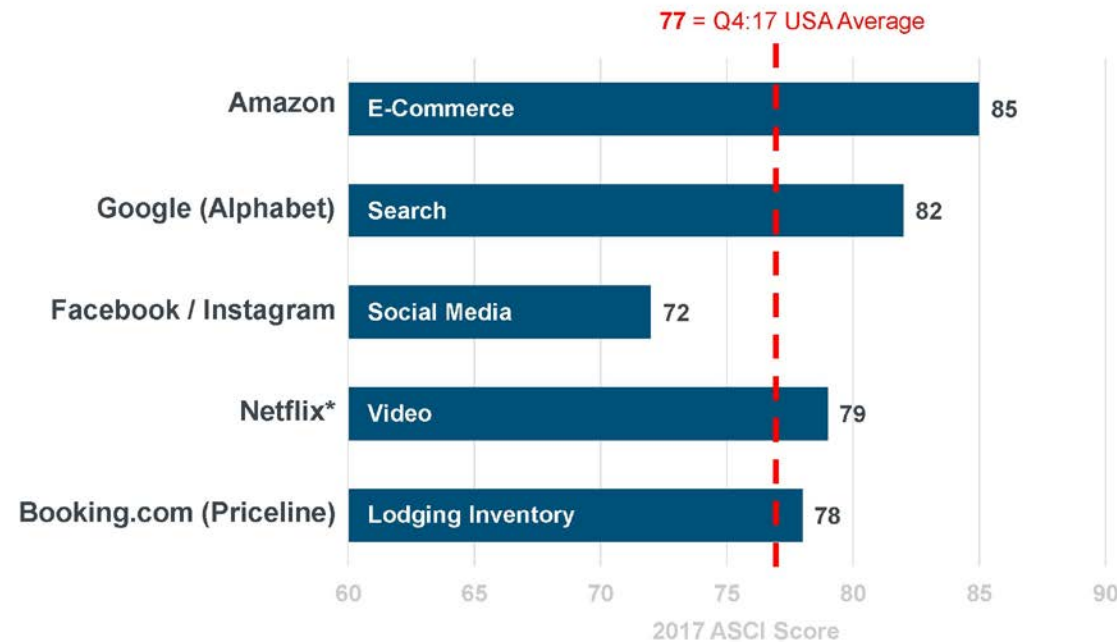
- ❑ Huge acquisition of other companies (214 by Google, 91 by Amazon and 67 by Facebook)



On the brighter side – HIGH CUSTOMER SATISFACTION

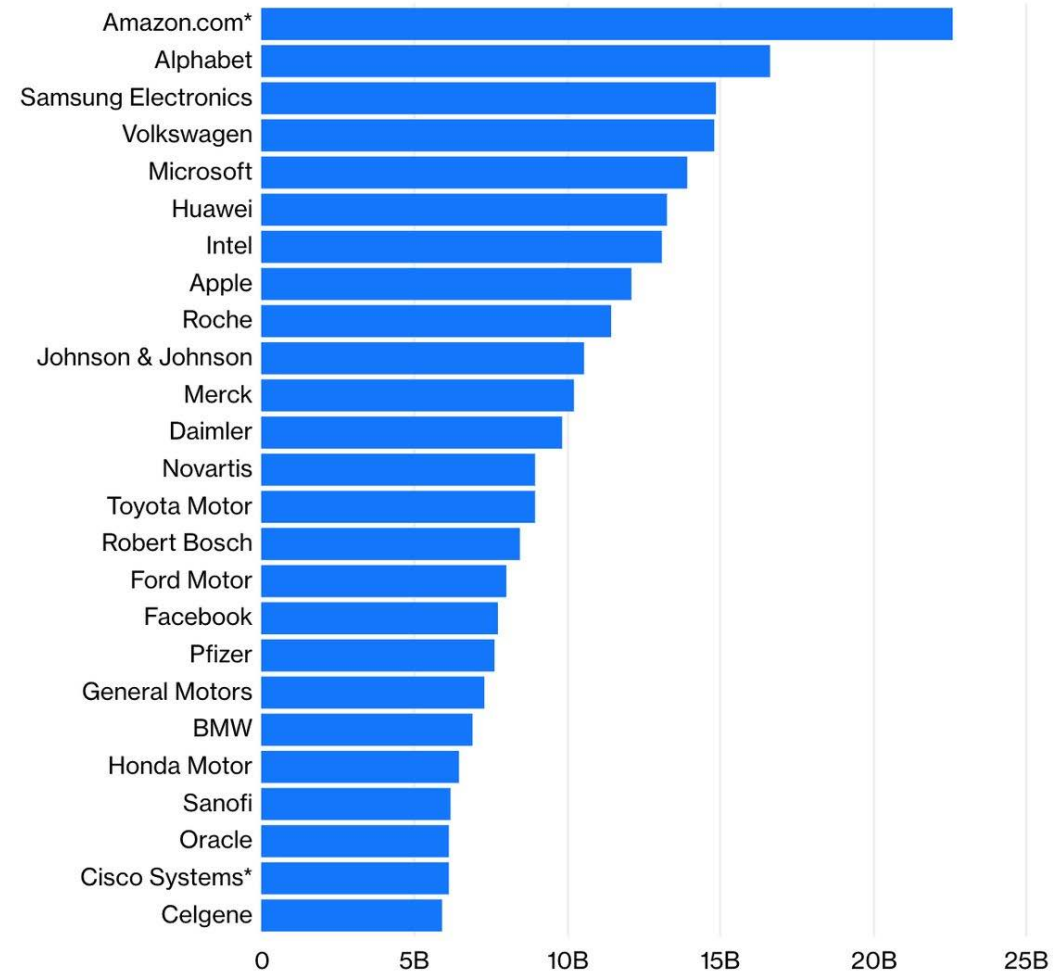
USA Internet Data Leaders = Relatively High Customer Satisfaction

American Customer Satisfaction Index (ASCI) Scores *(Internet Data Companies >\$100B Market Capitalization, 5/18, USA)*



The World's R&D Leaders

Research and development expenditure, in U.S. dollars, 2017





Louis Brandeis (1856-1941)

vs.



Joseph Schumpeter (1883-1950)

Thank you!



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