

# Competition and cooperation in AI: How co-opetition makes AI available to all

## AI competition principles

Competition authorities should propose a voluntary code of conduct applicable to all cloud providers based on principles of access, choice, non-discrimination, and flexibility to ensure positive competition outcomes in AI

### Access principle



Cloud providers should make their infrastructure and services accessible to all developers and promote an open ecosystem. This allows customers to easily develop and deploy AI solutions without any barriers or restrictions while fostering competition among cloud providers

### Choice principle



Cloud providers should offer impartial choices among AI models in a user-friendly and easily comprehensible manner to foster a competitive and customer-centric AI ecosystem

### Non-discrimination principle



Cloud providers should refrain from favouring their first-party and GenAI partner models and applications over third-party ones. They should provide transparent and equal access conditions to all. This promotes fair competition, innovation, and diversity

### Flexibility principle



Cloud providers should allow easy switching between providers and support for distributing AI-powered applications across different platforms. This enables customers to adapt quickly and promotes competition and innovation within AI ecosystems