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5 Main Takeaways about compliance with the Digital Markets Act



**Unlock. Exploit. Speak.
Engage. Complain.**

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#1 Unlock

Open the gates

Alphabet, Amazon, Apple, ByteDance, Meta, and Microsoft

opened 22 core services to fairer and more competitive digital markets

Alphabet: Maps; Play; Shopping; Youtube; Ads; Search; Chrome; and Android

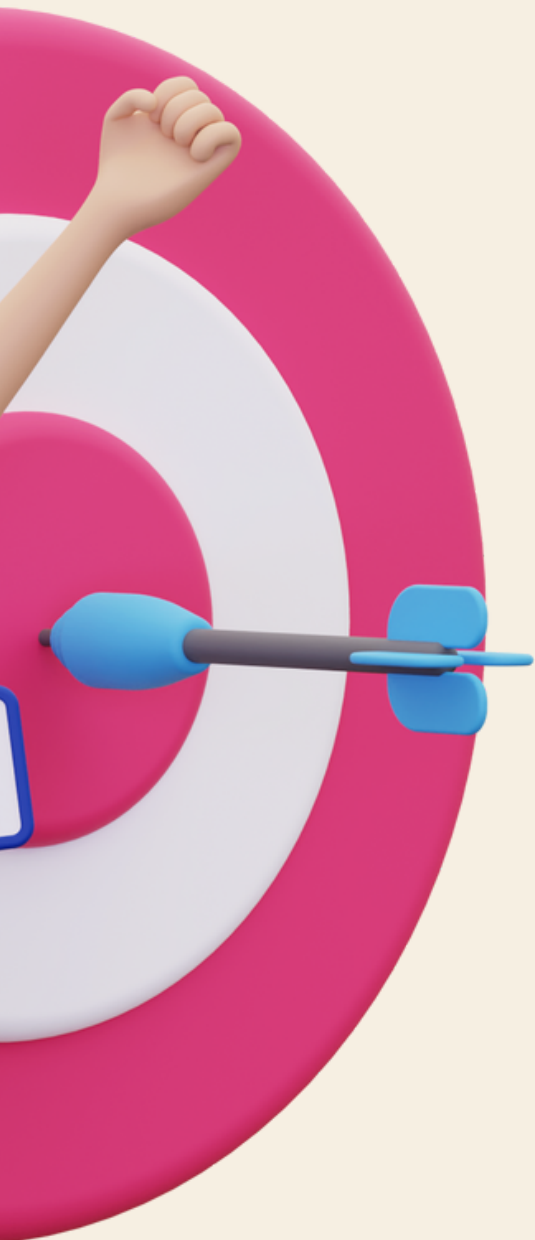
Amazon: Marketplace; and Ads

Apple: AppStore; Safari; and iOS

ByteDance: TikTok

Meta: Facebook; Instagram; WhatsApp; Messenger; Marketplace; Ads

Microsoft: LinkedIn; and Windows PC



#2 Exploit

Seize opportunities

Businesses and consumers can now exploit new opportunities by

- **Choosing** their default settings to select their preferred services
- **Controlling** their data to set their privacy preferences
- **Accessing** their data to derive more insights
- **Using** alternative distribution and payment channels to have better prices and higher quality
- **Promoting** their services to be more visible
- **Requesting** access to functionalities to offer innovative products and services



#3 Speak

Voice interests

Businesses and consumers can voice their interests by

- **Engaging** with experts to seize opportunities and risks
- **Assessing** workability with their products and services
- **Evaluating** the benefits and costs of entering new markets
- **Studying** behaviours to analyse business and consumers' reactions



#4 Engage

Engage constructively

Compliance is an **iteration process**.

Stakeholders can and should engage with the Commission and experts to

- **Identify** errors arising from the implementation
- **Discuss** non-compliance solutions stemming from evidence-based assessments of misconducts
- **Improve** proposed compliance solutions with alternative workable alignment mechanisms



#5 Complain

Complain breaches

The DMA is about **compliance and dialogue** with stakeholders to find consensus. Still, if consensus does not work, businesses and consumers can

- **Complain** before the Commission and national competition authorities to request the opening of an investigation into non-compliance
- **Lodge a lawsuit** before national courts to request the end of the alleged breach





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We propose to our **members to engage in a constructive dialogue** to find stakeholders' consensus on compliance solutions in the context of our DMA Dialogue Hub.

We offer **consultations with tech firms** to seize opportunities and challenges.

We also provide **consultations with law firms** to identify and address key conduct, legal, economic, and policy issues arising from allegations of non-compliance.

Finally, we offer **training sessions** and **conferences** on the DMA.



Contact us to become a member and/or for consultation/press inquiries

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