



## ▶ Major Policy Debates

- “Duty of care”
- “Platform regulation”
- Data protection
- Net neutrality
- Selective distribution

## ▶ “Duty of care” - possible effects

(responsibility of intermediary platform to proactively check for illegal content)

- Higher costs (barrier to market entry)
- Advantages for established players
- Preference for more curated & controlled experiences
- Focus on higher margin transactions

## ▶ Data protection

(increased focus on consent, restrictions on big data)

- More registration & log in
- Less privacy, more passwords, increased security risks
- Password management services
- Big data away from Europe
- Niche privacy-protective services
- Do more with less data, so deeper relationships with users preferred
- Decline of third parties

## ▶ Platform regulation

(Transparency obligations for algorithms, business models.  
Extra protections for smaller players in B2B relations,  
regulation of data ownership)

- More regulation = higher barriers to entry
- Advantages for established players
- Worse for marketplace, comparison shopping, classifieds
- Better for direct retail

## ▶ Net neutrality

(non-discrimination requirements, no zero-rating)

- Better investment climate for OTT
- More innovation
- Faster move towards immersive experiences

## ▶ Selective distribution

(less abuse via platform bans, online restrictions, price discrimination, other tricks)

- Cross-border trade easier
- More online
- More SMEs using marketplaces to enter the market,
- Significant downward pressure on prices
- More consumption