

Market Study Notice

Digital Comparison Tools

The Competition and Markets Authority (CMA) publishes this market study notice in accordance with section 130A of the Enterprise Act 2002 (the Act). In this notice ‘Digital Comparison Tools’ means web-based, app-based or other digital intermediary services used by consumers to compare and/or switch between a range of products or services from a range of businesses.

1. The CMA is proposing to carry out its functions under section 5 of the Act in relation to the supply of Digital Comparison Tool services in the United Kingdom, to consider the extent to which a matter in relation to the supply of those services has or may have effects adverse to the interests of consumers, and to assess the extent to which steps can and should be taken to remedy, mitigate or prevent any such adverse effects.
2. Further details of the market study into Digital Comparison Tools, including detailed issues on which the CMA would welcome responses, are provided in the Statement of Scope document annexed to this notice.
3. The CMA now invites any persons wishing to make representations on the matter, including on whether the CMA should make a market investigation reference under section 131 of the Act, to do so in writing no later than 24 October 2016.
4. If the CMA proposes to make a market investigation reference or if a representation (as provided for in section 131A of the Act) has been made to the CMA that such a reference should be made but the CMA proposes not to make one, the CMA will publish a notice of that proposal and begin the process of consultation under section 131A(2)(b) of the Act no later than 28 March 2017.
5. Save where paragraph 4 applies, if the CMA decides not to make a market investigation reference under section 131 of the Act the CMA will publish notice of that decision no later than 28 March 2017.

6. The CMA will publish its market study report, setting out its findings in relation to the matter specified in this notice and the action (if any) which the CMA proposes to take in relation to that matter, no later than 28 September 2017.

29 September 2016

Competition and Markets Authority

Notes

- (i) Representations should be made by:
- (a) completing the [online response form](#); or
 - (b) completing the [response form](#) and emailing or posting it to the address below; or
 - (c) in writing and emailed or posted to the address below.

Email: comparisontools@cma.gsi.gov.uk.

Post: Digital Comparison Tools Market Study
Competition and Markets Authority
7th floor
Victoria House
37 Southampton Row
London WC1B 4AD

- (ii) A copy of this notice is placed on the [CMA webpages](#).