

# Auction houses: advice on live online bidding services

## ATG Media, the leading supplier of live online bidding services, has agreed to change its practices when dealing with auction houses.

The CMA had concerns that some of ATG's practices were preventing its customers from being able to shop around and use rival platforms. This is because the CMA was concerned that ATG's position in the market means these practices could unfairly prevent other suppliers from being able to compete for business. Following the changes, auction houses will now have greater choice over which live online bidding platform to use.

### What has ATG agreed to stop doing?

- Ask auction houses to use only its platforms and no others.
- Offer discounts or benefits to customers if they agree not to use other live online bidding platforms, or charge higher prices and/or withdraw services to those that do.
- Requiring auction houses if they use a rival live online bidding platform with a lower commission rate, to charge bidders using ATG's platform the same rate but still pay ATG the higher rate.
- Prevent auction houses from advertising other live online bidding platforms (for example, on their website or in their auction room).

### What does this mean for auction houses?

- If you are an existing customer of ATG, you may notice its terms and conditions with you for live online bidding will change
- You can choose to use other live online bidding platform providers in addition to ATG
- You can take advantage of lower commission rates offered by other providers whilst still using ATG
- Catalogue-only services and timed auction online bidding services are not affected by ATG's changes

### What to do if you need to contact us

- Call us on 020 3738 6000
- Email us at [general.enquiries@cma.gsi.gov.uk](mailto:general.enquiries@cma.gsi.gov.uk)

## Auction houses now have greater choice over which online bidding platform to use



### Why is this important?

Businesses and consumers should benefit from fair competition. If a single supplier has a dominant position on the market, it is illegal for it to abuse its power to stop rivals being able to compete.

The CMA promotes competition to make sure markets are working well for businesses, customers and the economy.

### Where can I find more information?

See [the casepage on the CMA's website](#).

We also have other guidance available on competition law:

- See our [short videos](#)
- See our [advice for businesses](#)

These materials do not constitute legal advice and should not be relied upon as such.