

## **Market Study Notice**

### **Online platforms and digital advertising**

The Competition and Markets Authority ('the CMA') publishes this market study notice in accordance with section 130A of the Enterprise Act 2002 ('the Act').

1. The CMA will carry out its functions under section 5 of the Act in relation to the supply of online platforms in the United Kingdom which obtain material revenues through digital advertising, and in relation to the supply of digital advertising 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. In this notice, the supply of 'online platforms' includes services which use information and communication technologies to facilitate interactions between users and collect and use data about these interactions. These services include search and social media, and related services. The supply of 'digital advertising' includes web-based or app-based advertising.
3. Further details of the market study into online platforms and digital advertising, including detailed issues on which the CMA would welcome responses, are provided in the Statement of Scope document annexed to this notice.
4. 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 30 July 2019.
5. 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 2 January 2020.

6. Save where paragraph 5 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 under section 131B(3) no later than [2 January 2020.
7. 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 2 July 2020.

**3 July 2019**

Competition and Markets Authority

### **Notes**

- (i) Representations should be emailed to [onlineplatforms@cma.gov.uk](mailto:onlineplatforms@cma.gov.uk)
- (ii) A copy of this notice is placed on the [market study case page](#) on **3 July 2019**.