

Thanks again for inviting Uber to respond to the Digital Markets Taskforce's Call for Information on a new pro-competition approach for digital markets. Technological change has led to an unprecedented shift in the way markets work, and the way consumers engage with them. While this has undoubtedly brought many benefits to consumers, it is right that the Government remains focused on how digital markets can be regulated to ensure consumers continue to benefit.

The markets that Uber operates in are not structurally susceptible to strategic bottlenecks. The barriers to entry are low in our markets, and market participants (for example, private hire drivers, delivery people and consumers) have the ability, incentive and desire to 'multi-home'. There are also often physical alternatives available in the markets we operate in, such as hackney carriages or restaurants in the case of Uber Eats. Participants on all sides of the market are not tied into Uber's - or anyone else's - platform ecosystem.

Uber's private hire rides business first arrived in the UK in 2012, with its food delivery business, UberEats, following in 2016. Like many markets, technological advancements have transformed the way that the private hire and food delivery markets operate. These changes have provided consumers with significant and lasting benefits in terms of the services they are offered by market participants. As first set out in Uber's response to the Furman Review, Uber's presence and operation in the UK has led to lower prices, better service and greater competition in both private hire and food delivery.

Uber's overall view remains as set out in its response to the Furman Review - that the current competition regime as it applies to Uber is broadly fit for purpose and should only be changed with great care. In considering any potential changes, we believe that the DMT should ensure that any new regime is:

- **Proportionate** - so as not to unduly hinder consumer benefits or reduce innovation;
- **Dynamic** - so that it is able to adapt to the fast-changing nature of digital markets, for the benefit of consumers;
- **Forward-looking** – to ensure a focus on upcoming competitive pressures in key markets, as opposed to pressures in markets that are already obsolete;
- **Provide rights of appeal** - to allow market participants to challenge potentially unfair rulings.

We would be happy to discuss any of the points above in more detail and look forward to working with the DMT as it develops its framework.

Best wishes,  
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Uber