

MOBILE BROWSERS AND CLOUD GAMING MARKET INVESTIGATION

Invitation to comment on the agencies invited to tender to conduct research with consumers and web developers

1. As part of its investigation into the supply of mobile browser and mobile browser engines and the distribution of cloud gaming services through app stores on mobile devices, the Competition and Markets Authority (CMA) proposes to engage market research agencies to conduct two pieces of primary research as follows:
 - a. Research among UK smartphone owners
 - b. Research with web developers
2. The CMA uses the Crown Commercial Service *Research and Insights* RM6126 (a Dynamic Purchasing System (DPS) for all UK central government departments and other public sector organisations) to procure market research. All DPS-appointed suppliers who offer the services required to meet a research buyer's Statement of Requirements must be invited to tender.
3. Details of the agencies the CMA has invited to tender have been set out in the two tables below. The CMA intends to appoint agencies for each of these research projects by 20 December 2022 to carry out the research.
4. If any party to the investigation has reason to believe that any of the listed firms in either Table A or Table B below should not undertake this study, either because of a potential conflict of interest or because of any other restriction on the firm's suitability to carry out the work, that party should inform the CMA as soon as possible and by no later than **9 December 2022**.
5. All comments should be addressed to browsersandcloud@cma.gov.uk.

Table A – Agencies shortlisted from the DPS for the research among UK smartphone owners

Agency Name
ACCENT
ADVANCE CORP LTD
ALMA ECONOMICS LIMITED

BASIS SOCIAL LIMITED
BDRC CONTINENTAL LIMITED
BEHAVIOURAL INSIGHTS LTD
BLUE MARBLE RESEARCH LIMITED
BMG RESEARCH LTD
BRADSHAW ADVISORY LTD
CEPA LLP
CFE (RESEARCH AND CONSULTING) LIMITED
COLLABORATE RESEARCH LIMITED
DEFINE RESEARCH & INSIGHT LIMITED
DELOITTE LLP
DELTAPOLL LIMITED
DJS RESEARCH LIMITED
ECHO RESEARCH LIMITED
ECONOMIC INSIGHT LIMITED
ECORYS UK LIMITED
ENERGY SAVING TRUST ENTERPRISES LIMITED
ESRO LIMITED
FRONTIER ECONOMICS LIMITED
FROST & SULLIVAN, LIMITED
I.F.F RESEARCH LIMITED
INSTITUTE FOR EMPLOYMENT STUDIES
IPSOS (MARKET RESEARCH) LTD
JIGSAW RESEARCH LIMITED
KANTAR PUBLIC UK LIMITED
KING'S COLLEGE LONDON
KUBI KALLOO LTD

LISTEN AND LEARN RESEARCH LTD.
LONDON ECONOMICS LIMITED
LSE ENTERPRISE LTD
MACE & MENTER LTD
MANCHESTER METROPOLITAN UNIVERSITY
MASTERCARD EUROPE
MILLER RESEARCH (U K) LTD
MORE IN COMMON
NATIONAL CENTRE FOR SOCIAL RESEARCH
NOTTINGHAM TRENT UNIVERSITY
OMB RESEARCH LIMITED
OPEN INCLUSION LIMITED
OPINIUM RESEARCH LLP
OXERA CONSULTING LLP
PERSPECTIVE ECONOMICS LIMITED
PRICEWATERHOUSECOOPERS LLP
PUBLIC GROUP INTERNATIONAL LIMITED
PYE TAIT LIMITED
RED SCIENTIFIC LIMITED
RSM UK CONSULTING LLP
SOLUTIONS STRATEGY RESEARCH FACILITATION LIMITED
SQW LIMITED
STANTEC UK LIMITED
STEER DAVIES & GLEAVE LIMITED
STRATEGIC RESEARCH AND INSIGHT LTD
SYSTRA LIMITED
TETRA TECH INTERNATIONAL DEVELOPMENT LIMITED

THE COGNITION COMPANY GROUP LTD
THE PUBLIC SERVICE CONSULTANTS LIMITED
TOBIAS JONES CONSULTING LIMITED
TOTAL MEDIA GROUP LIMITED
TRAJECTORY LIMITED
TRUEOLOGY LIMITED
UCL CONSULTANTS LIMITED
UNIVERSITY OF DURHAM
UNIVERSITY OF EXETER
UNIVERSITY OF THE WEST OF ENGLAND
UNIVERSITY OF WARWICK
WALNUT UNLIMITED LTD
WINNING MOVES LIMITED
WOODNEWTON ASSOCIATES LIMITED
YONDER CONSULTING LIMITED
YORK CONSULTING LLP
YOUGOV PLC

Table B – Agencies shortlisted from the DPS for the research among web developers

Agency Name
2CV LIMITED
ACCENT
ADVANCE CORP LTD
ALMA ECONOMICS LIMITED
BASIS SOCIAL LIMITED
BDRG CONTINENTAL LIMITED

BEHAVIOURAL INSIGHTS LTD
BLUE MARBLE RESEARCH LIMITED
BMG RESEARCH LTD
BRADSHAW ADVISORY LTD
BRYCE SPACE AND TECHNOLOGY LIMITED
C M MONITOR (BRITAIN THINKS) LTD
CARBON LIMITING TECHNOLOGIES LIMITED
CATER & CO. THE SOCIAL KINETIC LIMITED
CEPA LLP
COMMUNITY RESEARCH LIMITED
DEFINE RESEARCH & INSIGHT LIMITED
DELOITTE LLP
DELTAPOLL LIMITED
DISCOVERY RESEARCH LIMITED
DJS RESEARCH LIMITED
ECHO RESEARCH LIMITED
ECONOMIC INSIGHT LIMITED
ECORYS UK LIMITED
ENERGY SAVING TRUST ENTERPRISES LIMITED
ERNST & YOUNG LLP
ESRO LIMITED
EXPLAIN MARKET RESEARCH LIMITED
FRONTIER ECONOMICS LIMITED
GARDINER & THEOBALD LLP
HARLOW CONSULTING SERVICES LIMITED
I.F.F RESEARCH LIMITED
INSIGHT6 LIMITED

INSTITUTE FOR EMPLOYMENT STUDIES
IPSOS (MARKET RESEARCH) LTD
JIGSAW RESEARCH LIMITED
KANTAR PUBLIC UK LIMITED
KING'S COLLEGE LONDON
KNOW. CONSULTING LIMITED
KUBI KALLOO LTD
LISTEN AND LEARN RESEARCH LTD.
LONDON ECONOMICS LIMITED
LSE ENTERPRISE LTD
MAGENTA RESEARCH LIMITED
MANCHESTER METROPOLITAN UNIVERSITY
MASTERCARD EUROPE
METRO DYNAMICS
MORE IN COMMON
NATIONAL CENTRE FOR SOCIAL RESEARCH
NATIONAL INSTITUTE OF ECONOMIC AND SOCIAL RESEARCH(INCORPORATED)(THE)
NOMENSA LTD
NOTTINGHAM TRENT UNIVERSITY
OMB RESEARCH LIMITED
OPEN INCLUSION LIMITED
OPINIUM RESEARCH LLP
OVE ARUP & PARTNERS LIMITED
PERSPECTIVE ECONOMICS LIMITED
PLEXAL (CITY) LIMITED
PREMISE DATA CORPORATION

PRICEWATERHOUSECOOPERS LLP
PUBLIC GROUP INTERNATIONAL LIMITED
PYE TAIT LIMITED
QA RESEARCH LTD
RED SCIENTIFIC LIMITED
RSM UK CONSULTING LLP
SAVANTA GROUP LIMITED
SQW LIMITED
STEER DAVIES & GLEAVE LIMITED
STRATEGIC RESEARCH AND INSIGHT LTD
SYSTRA LIMITED
TECHNOPOLIS LIMITED
THE BLUE GLOBE CONSULTANTS LIMITED
THE GROWTH COMPANY LIMITED
THE NURSERY RESEARCH & PLANNING LIMITED
THE PUBLIC SERVICE CONSULTANTS LIMITED
THE SMITHFIELD COLLECTIVE LIMITED
TOBIAS JONES CONSULTING LIMITED
TOTAL MEDIA GROUP LIMITED
TRAJECTORY LIMITED
TRUEOLOGY LIMITED
UCL CONSULTANTS LIMITED
UNIVERSITY OF DURHAM
UNIVERSITY OF EXETER
UNIVERSITY OF THE WEST OF ENGLAND
WALNUT UNLIMITED LTD
WINNING MOVES LIMITED

WOODNEWTON ASSOCIATES LIMITED
YOUGOV PLC