Prioritisation Consultation Team
Competition and Markets Authority
25 Cabot Square
London E14 4QZ

By email to prioritisation.consultation@cma.gov.uk

26 July 2023

Dear Sirs/Madams,

Consultation on CMA prioritisation principles: response from Match Group

This submission provides comments from Match Group Inc. ("Match Group") on the CMA consultation on its proposed updates to its prioritisation principles, published 6 July 2023 (the "Consultation").

Match Group provides dating products in over 40 languages to its users across more than 190 countries via mobile applications and websites. Match Group's portfolio of brands includes Tinder, Match, PlentyOfFish, Meetic, OkCupid, OurTime, Pairs, and Hinge, as well as other brands. Match Group is also a member of the Coalition for App Fairness, which urges regulators and legislators around the world to ensure a fair marketplace for app developers who rely on the digital gatekeepers to reach their customers.

Match Group supports the CMA's important work in ensuring markets work well for consumers. In particular, Match Group supports the CMA's work in digital markets, including its preparations for the new digital markets regime under the Digital Markets, Competition and Consumers Bill.

We welcome the proposals in the Consultation, which we believe are a sensible update to the CMA's prioritisation principles since they were written in 2014. We believe they will provide a good framework for prioritising the CMA's resources in its continuing work in the digital sector. By aligning the prioritisation principles more closely with the CMA's objectives in its Annual Plan, which makes it clear that the digital sector will continue to be a major area of attention, they will assist the CMA to focus its resources on those objectives. We believe the new prioritisation principles provider a clear and helpful structure for both the CMA and its external stakeholders.

We consent to this response being published in accordance with the CMA's transparency obligations.

Yours faithfully,

Morgan Cauvin
Senior Director, Head of Government Relations and Policy, EMEA