

High-Level Roundtable

# Driving Innovation

Why Europe Needs Dynamic Models in Digital Markets – and How Europe Can Build Them

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# ONLINE PLATFORMS

## Economic and Societal Effects

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Online  
platforms:  
Economic and  
societal effects

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## How do online platforms create value?

- ▶ Facilitate connections, network effects
- ▶ Innovative business models
- ▶ Transactions
- ▶ Innovation

## Positive effects on consumers, business, competition & innovation

- ▶ High usage
- ▶ Most consumers and businesses benefit
- ▶ R&D investment

## Negative effects on consumers, business, competition & innovation

- ▶ Centrality and dominance
- ▶ Gatekeepers, antitrust violations
- ▶ Killer acquisitions?

## Effects on employment

- ▶ New jobs, flexibility but also precarity
- ▶ Risks shifted to workers
- ▶ Workers ongoing surveillance and control
- ▶ Lack of collective organisation

## Effects on consumer & societal risks

- ▶ Lack of accountability
- ▶ Privacy risks
- ▶ Online harms
- ▶ A surveillance society?
- ▶ Fake news, society polarisation, dangers to democracy?

## Regulatory challenges

- ▶ Limits of traditional antitrust
- ▶ Accumulation of data: Violation of privacy and competition
- ▶ Avoidance of sectoral regulation
- ▶ Illegal and harmful content

# POLICY OPTIONS

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## Policy options on competition & innovation

- ▶ Establish a new *ex-ante* pro-competitive regulatory framework
- ▶ Ensure freedom of competition
- ▶ Strengthen competition rules for merger control
- ▶ Ensure fairness of intermediation
- ▶ Ensure sovereignty of decision-making
- ▶ Institutionalise a robust & adaptive set of enforcement mechanisms

## Policy options on working conditions & labour market

- ▶ Redefine category of 'employee'
- ▶ Set minimum wages
- ▶ Extend workers' rights over data
- ▶ Support platform cooperatives

## Policy options on consumer & societal risks & environmental sustainability

- ▶ Support transition to greener mobility platforms
- ▶ Keep Covid-19 support measures for platform workers

## → Build together new way to regulate, to ensure benefits of digital economy to all

- ▶ *A constructive, ongoing dialogue between regulators & 'big tech' platforms (DMA, DSA)*
- ▶ *More collaboration across academic silos*



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# Online platforms: Economic and societal effects

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THANK  
YOU

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