



**Mobile Meetings Series**  
**Competition policy: setting the rules of the game in the digital age**

**13 July 2016**

How to ensure a balanced policy framework that allows consumers and businesses in the EU to benefit from digital progress? At the latest Mobile Meetings Series on competition policy for the digital ecosystem, participants discussed how and when competition policy needs to be applied in order to support continuous innovation and consumer satisfaction in Europe.

With participants from the EU policy makers, as well as civil society, industry, academia and analysts, the debate emphasised the discrepancy between the current market evolutions, characteristics of the new digital ecosystem and the need to evolve the competition framework to address the new environment. To create a better competition systems for the market, it is necessary to not focus on one single segment of the value of chain but to consider all the components such as content rights, online services, enabling technology, connectivity and the user interface. Moreover, the participants called for more nuanced approach to defining markets to better understand new competitors and market innovators. Value of data is a critical element in the digital ecosystem and the competition framework should be tailored to the new market developments.

Participants agreed that more regulation is not the answer for achieving consistent rules for everyone in the value chain of the digital economy. Given the tendency of regulators to be conservative when determining governance structures for markets, participants acknowledged that this can lead to an uneven application of market principles. The status quo often results in the continuing application of outdated sector specific regulation to infrastructure, and an unwillingness to revise market definitions or concepts of consumer harm in emerging services or significant market positions in the “new economy”.

Overall, participants suggested that there is a need to clearly identify and agree the problems inherent in the dynamic digital market before consideration of any new rules. New modern competition rules should better manage value and use of data to create rule appropriate to the specific situations. To do so, all of the players need to join their efforts to set clear principles for consumers` benefits.

For more information, please click [here](#) for the GSMA “*The Internet Value Chain*” report.