

CNMC's Advocacy Department in the Face of Digitisation: **Challenge Accepted!**

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Spanish Commission on Markets and Competition (CNMC)

Teleseminar of the Advocacy Working Group of the ICN (March 19th 2020)

Outline

I. Brief history: CNMC's advocacy in digital markets

II. Specific challenges in the sharing economy

III. Specific challenges in Fintech

IV. Specific challenges in online advertising

(I) CNMC's Advocacy & Digitisation

- Sharing economy
 - 2014-16: 2 [Public Consultations](#) & [Preliminary Conclusions](#)
 - Focus on touristic accomodation & urban transportation
 - 2016-20: abundant [regulatory reports](#)
 - 2016-20: many [appeals](#) on central/regional/local regulation
 - Accompanied with [economic reports](#)
 - 2018: specific study on [touristic rentals](#)
- Fintech: 2018's [study](#) (background document)
- Online advertising
 - 2019: [Public consultation](#)
 - 2020: Study (hopefully) to be published

(II) CNMC's Advocacy & Sharing economy

- What did we find first?
 - Lack of knowledge (defining features, effects...)
 - Indecision of public powers regarding how to approach it
- What did we do (2014-16)?
 - [Public Consultations](#) => tackle our/others' information asymmetry
 - [Preliminary Conclusions](#) => set general principles/guidance
- What did we find next?
 - Restrictive regulatory response (incumbents' lobbying effort)
- What did we do (2016-2020)?
 - Frequent meetings with stakeholders => get to know barriers
 - Deployment of all tools (studies, regulatory reports, appeals...)
 - Contact w/academia to understand complex issues
 - (Airbnb impact on rental market) => Improve economic reports
 - Innovative communication ([blog](#), [podcast](#)) => get understood

(II) CNMC's Advocacy & Sharing economy



INICIO

BLOG

SOBRE ESTE BLOG

ARCHIV


La CNMC y las viviendas de uso turístico (I)

La CNMC acaba de publicar un [estudio](#) ([aquí la nota de prensa](#)) sobre la regulación de las **viviendas de uso turístico** (VUT) en España. Ahí explicamos el desarrollo de este fenómeno y la regulación del mismo por parte de los poderes públicos, lo que ha motivado en ocasiones la actuación de las autoridades de competencia, tanto la CNMC como las autonómicas.



(II) CNMC's: Advocacy & Sharing economy

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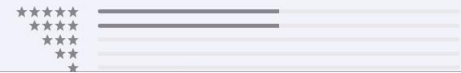
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(II) CNMC's Advocacy & Fintech

- What did we find first?
 - A window of opportunity
 - Government considering a response (sandbox?)
 - Transposition and implementation of EU Payments Directive
 - Many competition agencies dealing with it
- What did we do (2018)?
 - Market [study](#) => set general principles/guidance
 - Meetings with regulators and stakeholders
- What did we find next?
 - Reaching consumers especially warranted in this case
- What did we do (2019)?
 - 2 [Seminars](#) ([1 of them together with a consumer's association](#))
 - Participation in a [documentary](#)
 - [Short video](#)

(II) CNMC's Advocacy & Fintech

FINTECH I - CONCEPTOS GENERALES. Las nuevas tecnologías aplicadas a las finanzas.



▶ ⏪ 🔊 15:09 / 24:17

Desliza hacia abajo para ver más detalles



(II) CNMC's Advocacy & Fintech

¿Qué es FINTECH? La CNMC te lo explica.

 **CNMC**
COMISIÓN NACIONAL DE LOS
MERCADOS Y LA COMPETENCIA

No frenar el fenómeno Fintech

Repensar la regulación

Banco de pruebas regulatorio

Thirdly, a regulatory sandbox,

▶ ▶ 🔊 2:20 / 2:35

Desliza hacia abajo para ver más detalles

📺 ⚙️ HD 🗄️

(III) CNMC's Advocacy & Online Advertising

- What did we find first?
 - Complex/Opaque sector
 - Lack of knowledge of small/medium-size intermediaries
- What did we do (2019)/*What do we want to do (2020)*?
 - Public consultation to gather information
 - Many meetings with different stakeholders along the value chain
 - *Launching request for information*
- What are we planning to do next?
 - Publishing our study (2020) with conclusions & recommendations



Thank you!