
Your information

In what capacity or on behalf of whom are you participating in this public consultation?

Public institutions and regulators

Full name (of the individual or the represented institution)

Competition Council of Republic of Moldova

Do you wish to publish this name together with your response or do you prefer to keep it confidential (so that the answer will appear as anonymous)?

Public

Contact e-mail (remains confidential)

Brief explanation of the reasons for the specific interest of the individual's or the institution's interest in online advertising (max. 1,000 characters)

Competition Council of Republic of Moldova is a public institution which activates in the domain of competition, state aid and advertising. Thus, advertising is one of the main fields of activity which the Competition Council deals with. The institution is an entity which monitors the activity of undertakings on the advertising market.

With which firms do you deal in this sector? (max. 1,000 characters)

Competition Council of the Republic of Moldova deals with the Association of Agencies of Advertising of Republic and with other local NGOs which activate in the domain of advertising.

Do you want to publish this information (the one on the firms with which you deal) within your response or do you prefer to keep it confidential so that the response is made public without disclosing this information?

Public

Which undertakings would you consider to be the most important in the different segments: advertisers, digital platforms, intermediary agents, etc.? (max. 1,000 characters)

The most important undertakings in the domain of advertising are: "Casa Media Corp" Limited Liability Company, "Nova-TV Grup" Limited Liability Company, "Pro Digital" Limited Liability Company.

General Assessment

Developments in online advertising imply a net positive impact on competition and efficiency

3

Advertisers can reach final consumers at lower costs

3

Advertisers can reach its target consumer more effectively (targetability)

3

There is a wider variety of options to launch an advertising campaign

5

There is a wider variety of agents with which hiring advertising services

3

Impact on consumers

Online advertising yields more advantages than disadvantages for final consumers

3

Online advertising is a more efficient way of providing advertising services

4

Greater efficiency in online advertising sector translates into lower prices and/or better quality of the final goods and services

4

Consumers are empowered with more and better information to make more appropriate decisions

4

Each consumer receives more tailored advertisements, more suited to his/her preferences or needs

3

Consumers receive more targeted promotions that translate into rebates and other benefits

3

The advantages of online advertising for consumers offset the possible costs driven by a loss of privacy or by the excess attention required

3

Specific problems of competition

The online advertising sector presents specific competition issues

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Access to data represents a barrier to entry of undertakings or to the growth of smaller ones

2

In this sector, there is a problem of excessive concentration on a few undertakings

4

Abrupt changes of terms of agreement by the main undertakings may occur in this sector

3

The vertical integration of platforms, which act as intermediaries while at the same time rent advertising space as content creators and service providers, implies disadvantageous conditions for advertisers, such as tying and bundling of services or discriminatory treatment

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