

PRESS RELEASE

The CNMC launches a public consultation on online advertising in Spain

- It will carry out a study which will analyze the competitive environment of online advertising in Spain
- The public consultation accessible on the website and it is directed at undertakings, regulators, consumers and experts.

Madrid, April 25th 2019. – The CNMC (National Commission of Markets and Competition) has started a study on the competitive environment of the online advertising sector in Spain. The first phase of this process is a public consultation (accessible on this [link](#)) which aims to gather contributions from undertakings, regulators, consumers and experts related to this sector.

[CNMC's Action Plan for 2019](#) (in its strategic action 6.2) includes the intention of preparing studies on new sectors which have flourished thanks to digitization or where new digital technologies have disrupted traditional business models. The study on the online advertising sector responds to that commitment, and follows the stream of recent works of last years of competition advocacy in sectors affected by digitization, such as [transport](#), [touristic rental housing](#) or the [financial sector](#).

Advertising is a very relevant element for competition in all markets, both in its informative and persuasive role. Online advertising is a disruption *vis-à-vis* traditional advertising due to its greater *targetability*, and the capacity to measure and monitor its effects through information gathering and the use of algorithms.

These factors can generate welfare gains thanks to the greater satisfaction of consumer needs, the creation of new demand, the provision of free services or the wider choice for consumers. However, market power and low contestability situations can arise. All this is leading to a great interest in this sector by competition authorities around the world.

The study aims to analyze the online advertising sector in Spain, including an assessment of the competitive environment in online advertising.

For this purpose, the public consultation launched by the CNMC (accessible through this [link](#)) raises a series of questions and requests the contribution of the different agents involved in the sector. In order to ensure a transparent and well-organized set of contributions, those interested in participating will be able to send

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their comments through the specific website facilitated by the CNMC until May 24th 2019. The contributions may be published and will be taken into account in the preparation of the study.

Once this phase of consultation is completed, the CNMC, within the framework of the study, may well consider meetings with relevant stakeholders or requests for information. Based on the analysis of the gathered information, the internal preparation of the document will follow, including the main conclusions drawn from the analysis.

The CNMC, under the provisions of Article 5.1.h of Law 3/2013, of June 4, on the creation of the National Commission of Markets and Competition, has among its functions the promotion of effective competition in markets through, among others, the preparation of studies and research work in the field of competition, as well as general reports on economic sectors, where appropriate, with proposals for liberalization, deregulation or regulatory modification.

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