

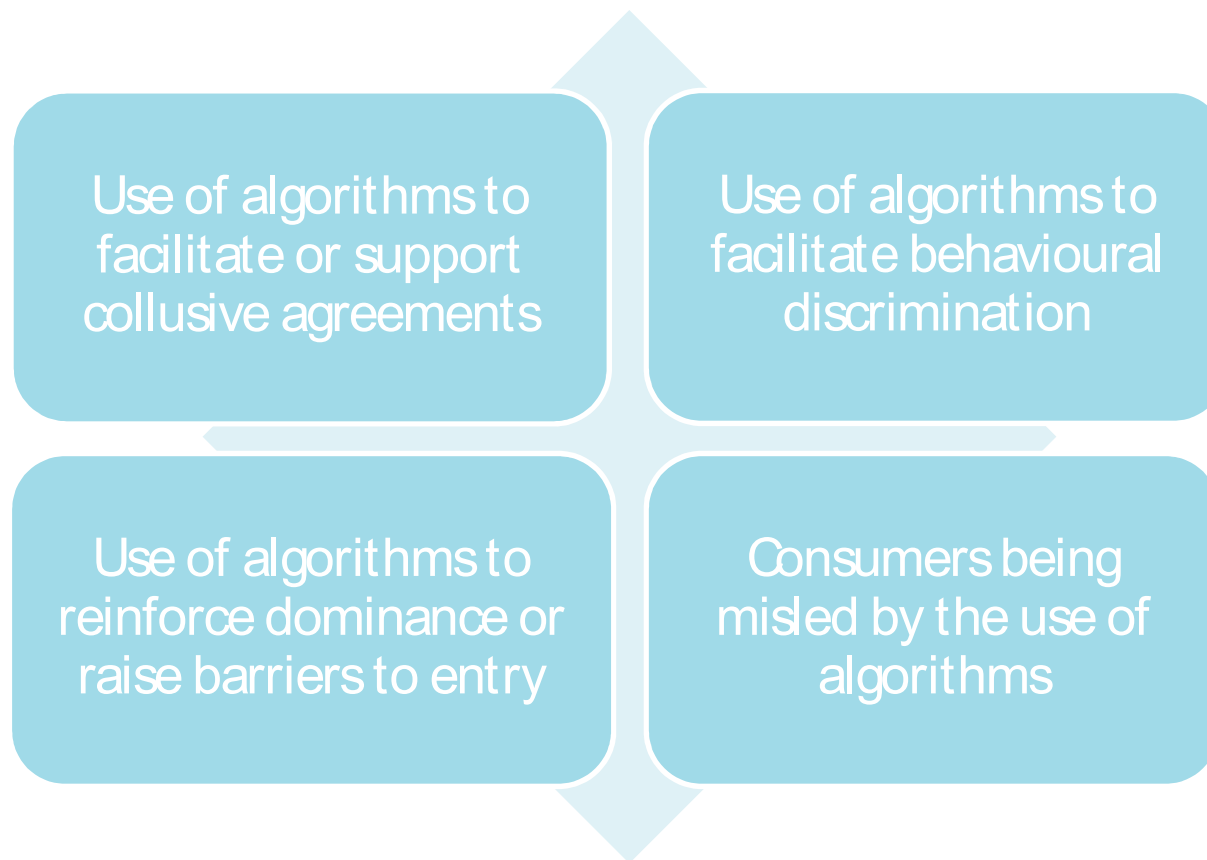


Competition Law and Algorithms: a competition authority perspective

Simon Constantine
Director, Policy & International
Competition and Markets Authority

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Business use of algorithms: potential concerns ?



The CMA's Online Posters investigation

- Agreement between competitors not to undercut each other's prices of posters and frames sold on Amazon UK Marketplace (in certain circumstances)
- Agreement implemented by use of automated repricing software
- Infringement finding, fine and director disqualification
- Cross-border enforcement cooperation involving CMA and US Department of Justice



How should competition agencies respond?

- Meeting the challenges:
 - Understanding anti-competitive conduct in new contexts
 - Targeted intervention, using most appropriate ‘tool’
 - Coordinated action to address multi-faceted, multi-national challenges
 - Investigative challenges: detection and analysis
 - Building internal digital and data insight expertise and capability

