
Your information

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

Public institutions and regulators

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)?

Confidential

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)

Online advertising is an issue that the Broadcasters Association has detected as an economic activity that is reshaping their work, most importantly their main funding source because online advertising is cheaper than radio advertising.

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

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?

Confidential

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

digital platforms

General Assessment

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

efficiency

3

Advertisers can reach final consumers at lower costs

5

Advertisers can reach its target consumer more effectively (targetability)

5

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

5

Impact on consumers

Online advertising yields more advantages than disadvantages for final consumers

4

Online advertising is a more efficient way of providing advertising services

1

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

2

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

3

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

5

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

4

Should you wish to do so, further and additional comments can be provided (max. 4,000 characters)

Radio broadcast is still an effective way to reach consumer at national level but has the disadvantage that they do segment the advertisement and not always receive what they need.

Specific problems of competition

The online advertising sector presents specific competition issues

5

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

5

In this sector, there is a problem of excessive concentration on a few undertakings
DK/NO

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

5

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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