

Seminar on Competition Law and Policy Competition Law and Policy in the Arab Region

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Abuse of Dominance in the Digital Market

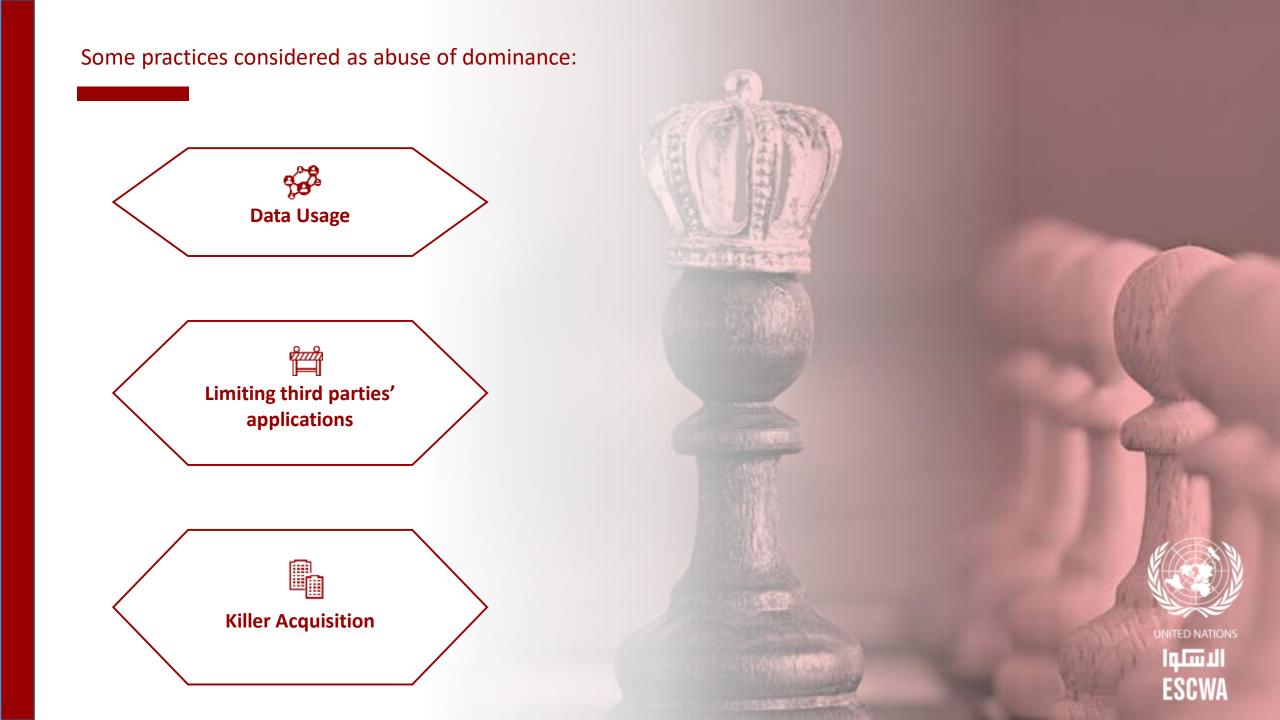


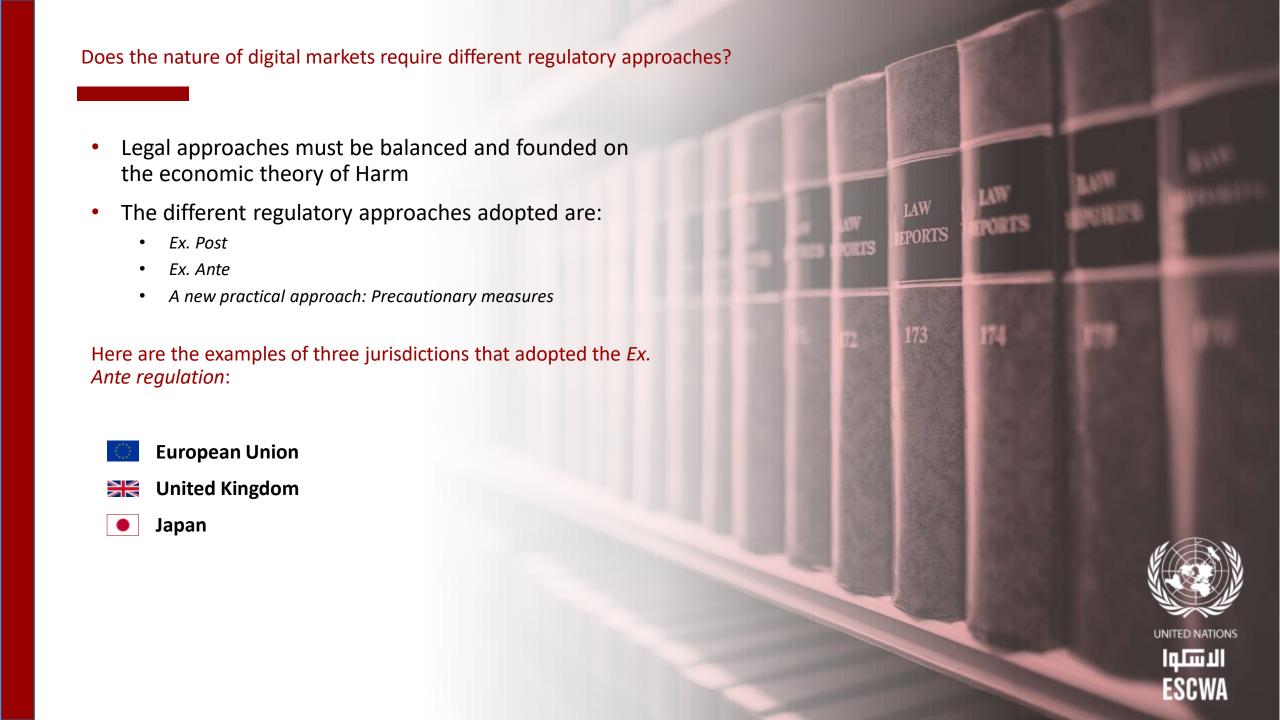
What is the digital market?

 Established digital infrastructure facilitates communication and exchange in areas where traditional infrastructure is lacking

- Consumers are using their computers or smartphones to:
 - Purchase goods and products
 - Manage finances or request loans
 - Communicate with each other
 - Reserve trips
 - ☐ Search for information and data, etc.
- In 2021, US digital economy represented 10.3% of the US GDP
- Digital platforms are using practices to enlarge and enhance their consumer database and solidify their dominant position, which can affect consumers negatively







Digital Market Case: Microsoft/Activision (Acquisition)

- Microsoft is a global tech company offering products and services with a global turnover of nearly £125 billion in 2021
- Activision Blizzard is a game developer with a global turnover of £6.3 billion in 2021

How did Competition Authorities and Courts respond?

- In USA, FTC challenged the acquisition since there are market overlaps between the merging firms, increased market share in those markets in a combined firm, etc.
- In July 2023, US District Judge Court did not block Microsoft from closing the deal as the FTC had asked and paved the way for Microsoft to potentially finalize the acquisition contract with Activision
- FTC has withdrawn its administrative challenge to the Microsoft-Activision Blizzard deal





Thank You

