

AI agents: the Autorité de la concurrence issues its opinion on the competitive functioning of the AI agents sector

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AI ASSISTANTS VS AI AGENTS: KEY DIFFERENCES

Traditional AI assistant

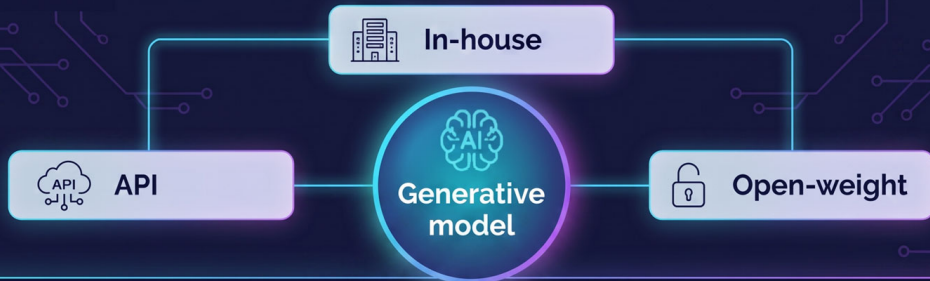


AI agent



KEY RESOURCES FOR AI AGENT DEPLOYMENT

1 Access to a generative model



2 Access to quality data



Training

Data for model training



Fine-tuning

Adaptation to specific use cases



Grounding

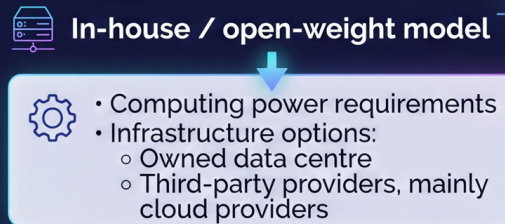
Responses based on reliable sources



3 AI agent inference



VS



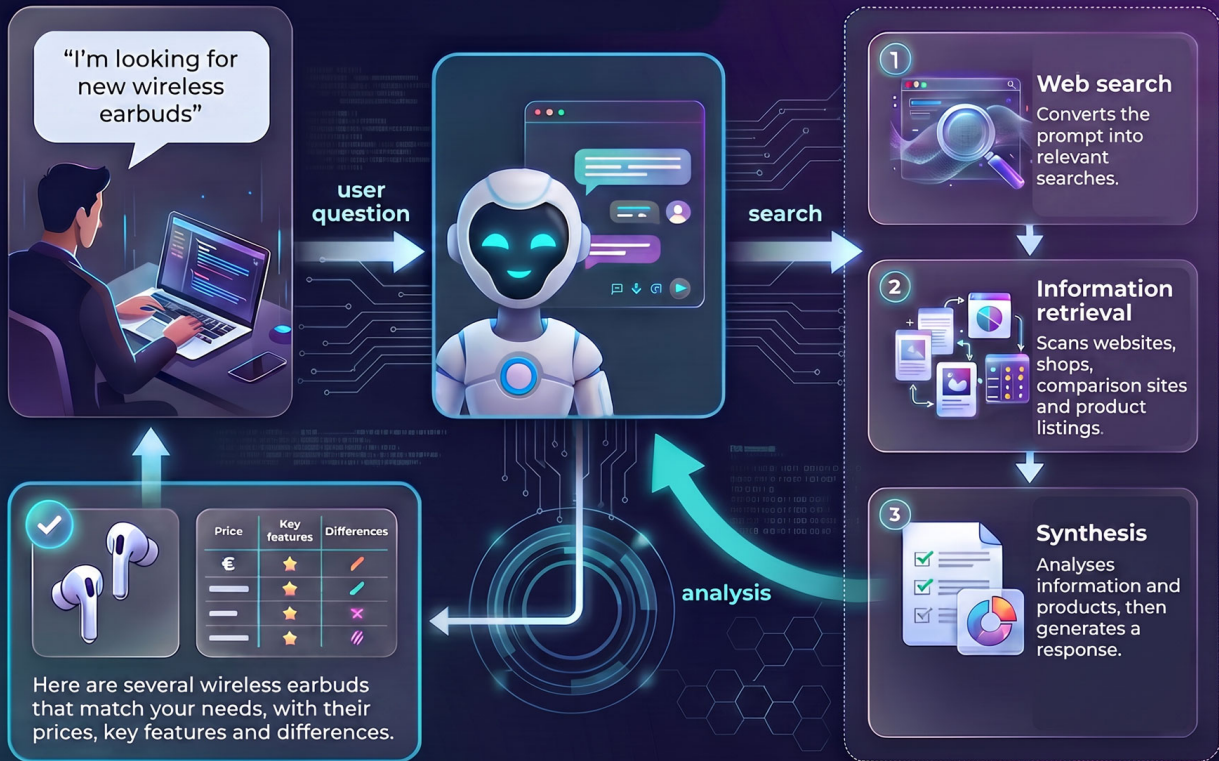
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CONVERSATIONAL COMMERCE TODAY

User

AI agent

Internal AI agent process



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ACCESS OPTIONS FOR GENERATIVE MODELS

1

Develop your own generative model

Maximum control, but high complexity and investment

Data requirements

- Quality data for training
- Data for fine-tuning
- Data for grounding

Costs

- Infrastructure costs
- Model hosting + training / inference on GPUs

Deployment via the cloud or on-premises infrastructure 

2

Self-host an open-weight model

Faster to implement, with control over hosting

Data requirements

- Data for fine-tuning
- Data for grounding

Costs

- Infrastructure costs
- Model hosting + inference on GPUs

Fine-tuning and deployment via the cloud or on-premises infrastructure 

3

Use a proprietary or open-weight model via API

Simplest implementation, but increased provider dependency

Data requirements

- Data for grounding

Costs

- Inference usage costs
- Pay-per-million-token model

No model hosting by the provider 

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PRESS RELEASE OF 17 JULY 2026

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[Read the press release](#)