18 February 2010: Online advertising

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The *Autorité de la concurrence* is asked to provide its expertise regarding the effective functioning of competition in the online advertising activity

> *Version française*

The *Autorité de la concurrence* has received today a referral from Ms Christine Lagarde, Minister for the economy, industry and employment, regarding a request for an opinion on the working of competition in the online advertising sector.

This request follows one of the proposals made by the mission "Creation and Internet", led by Mr Patrick Zelnik, Mr Jacques Toubon and Mr Guillaume Cerutti, which rendered its report to Mr Frédéric Mitterrand, Minister for culture and communication, on January 6th, 2010.

In the opinion that will be issued most likely during the summer, the *Autorité* will study, among other issues, the definition of the relevant markets and will analyze the competitive environment, characterized by the existence of different types of players (web search engines, website publishers, advertisers, etc.), as well as the effective functioning of competition in this sector.