

Meta makes commitments

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Meta commits to the *Autorité de la concurrence* to put an end to practices that may raise competition concerns in the French market for non-search related online advertising

Following a complaint by Criteo in September 2019, the *Autorité's* investigation services raised competition concerns about a number of practices that could affect competition conditions, on the one hand between the various advertising intermediation service providers, and on the other hand between Criteo and Meta.

In the context of a negotiated procedure, the companies of the Meta group (Meta Platforms Inc., Meta Platforms Ireland Ltd., and Facebook France) proposed commitments in June 2021, which were then subjected to a market test and then examined by the Board.

Following this process and substantial improvements, the *Autorité* accepted and made binding the proposed commitments and thus closed the procedure. This is the first time that a competition authority accepts commitments from Meta in antitrust proceedings.

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[See the press release](#)