The Autorité launches a public consultation on conversational agents

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Background

Following the decision to start inquiries *ex officio* into the competitive functioning of the conversational agents sector, as announced on 9 January 2026, the ***Autorité de la concurrence*** is launching a public consultation, as part of the preparation of its opinion.

Stakeholders are invited to submit their responses to the public consultation by 6 March 2026 to the following address: consultation-agents-conversationnels@autoritedelaconcurrence.fr.

Public consultation open until 6 March 2026

The purpose of the public consultation is to gather feedback from stakeholders on conversational agents, in respect of a range of issues.

For the questions submitted to public consultation, see the dedicated public consultation document:

- **In French:** format .docx (Word) / format .pdf
- **In English:** format .docx (Word) / format .pdf

Contributions will not be published. Their authors (names of companies or organisations) may, if appropriate, be cited in the opinion, unless they expressly indicate otherwise.

Artificial intelligence, a key sector for the *Autorité de la concurrence*

As a reminder, the upcoming opinion follows on from Opinion 24-A-05 of 28 June 2024, in which the ***Autorité*** analysed the competitive functioning of the generative artificial intelligence (AI) sector, in particular the upstream segment of the value chain, and its December 2025 study on the competition issues surrounding the energy and environmental impact of AI.

The ***Autorité*** will analyse, specifically, the downstream segment of the value chain and, in particular, the development and use of conversational agents. It will also examine the integration of advertising into conversational agents, the integration of conversational agents into existing services, partnerships formed by publishers of conversational agent developers, and the evolution and transformation of conversational agents.

Lastly, the ***Autorité*** will study the competition issues associated with the use of conversational agents in the e-commerce sector. However, the relationship between conversational agents and search engines is not within the scope of the consultation.

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