

From: Eva Ljungbert
Sent: Thu, 17 Feb 2022 14:13:23 +0100
To: N Registrator
Subject: FW: DMA - Fair Advertising Terms (§6 k)
Attachments: New EU antitrust frontier emerges for Microsoft and Google_ Spam ads - POLITICO Pro (3).pdf
Categories: LWi

Från: Sophie Dembinski <sophie.dembinski@ecosia.org>
Datum: torsdag 17 feb. 2022 1:34 em
Till: Eva Ljungbert <eva.ljungbert@regeringskansliet.se>
Kopia: Håkan Hillefors <hakan.hillefors@regeringskansliet.se>
Ämne: Re: DMA - Fair Advertising Terms (§6 k)

Dear Ms. Ljungbert,

Thank you for your email.

By way of a quick follow up - please allow me to share a new Politico EU article with you published yesterday (attached).

The [article highlights how Politico journalists](#) conducting a series of month-long investigations in the EU online search market found multiple instances of Gatekeeper self-preferencing in the online advertising market; how Gatekeepers (in particular, Google and Microsoft) severely limit alternative search engine's access to high-value advertisements and conversely, flood alternative search engines, like Ecosia, with low-quality "spam ads".

This article highlights the main anti-competitive market practices in the EU online search market and online advertising market. I hope you will find this of great relevance in the upcoming negotiations and please don't hesitate to reach out should you wish to discuss further.

Warm Regards,
Sophie



Sophie Dembinski
Head of Public Policy & UK Country Manager
+447812176440
[ecosia.org](https://www.ecosia.org) *The search engine that plants trees*



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On Wed, Feb 2, 2022 at 12:34 PM Eva Ljungbert <eva.ljungbert@regeringskansliet.se> wrote:

Dear Mrs Dembinski,

Thank you for your e-mail and the session on search defaults on Monday, which was very informative and interesting. We will take this and your view below on the EP amendment regarding 6.1 k into consideration in the upcoming work with the DMA.

Best regards,

Eva Ljungbert

Eva Ljungbert

Deputy Director
Ministry of Enterprise and Innovation
Division for Market and Competition
103 33 Stockholm
Tel. + 46 8 405 46 26
Mobil + 46 70 486 50 46
eva.ljungbert@gov.se
www.government.se



Government Offices of Sweden

Från: Sophie Dembinski <sophie.dembinski@ecosia.org>

Skickat: den 2 februari 2022 12:00

Till: Eva Ljungbert <eva.ljungbert@regeringskansliet.se>

Ämne: DMA - Fair Advertising Terms (§6 k)

Dear Ms. Ljungbert,

Thank you for attending our session on Monday on Search Defaults. Following on from this, I am writing with regards to another key issue which we were unfortunately not able to cover during the session due to its sensitive nature: Fair Advertising terms within the DMA (§6 k, see below) as proposed by the EP to ensure that Gatekeepers provide access to core platform services at FRAND conditions:

Amendment 132: Art. 6 - Para 1, Point k:

'apply transparent, fair, reasonable and non-discriminatory general conditions of access and conditions that are not less favourable than the conditions applied to its own service for business users to its core platform services designated pursuant to Article 3 of this Regulation'.

Fair advertising terms, as set out in the above would prove vital to the profitability of competitor search engines such as Ecosia and key to preventing gatekeepers from continuing to exploit their current dominant position to the detriment of EU competitors and consumers going forward.

We would be delighted to discuss this issue with you in greater detail. Please do feel free to let me know if this is of interest and if a call over the coming weeks would prove useful

Again, thank you for attending the session on Monday and wishing you a lovely day.

Kind regards,
Sophie

Sophie Dembinski
Head of Public Policy & UK Country Manager
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