

## Power to the User: How New Platform Legislation Aims to Protect and Empower Consumers Online (And where it might fall short)

Thursday, 30 June 2022  
9:00am - 10:30am EDT  
2:00pm - 3:30pm BST  
3:00pm - 4:30pm CEST

Recently, regulators world-wide have been drafting new laws to protect the interest of consumers and empower their choice online.

The European Union is close to adopting a landmark big tech regulation, *the Digital Markets Act*, which will clarify the responsibilities of digital platforms vis-à-vis their users and customers. *The EU antitrust enforcement* also played an important role in rebalancing these relationships preferring consumers and fairer markets.

The U.S. lawmakers introduced *the American Innovation and Choice Online Act* to prevent tech platforms from favouring their own products or

services, among other issues, and *the Open Apps Market Act*, seeks to require the dominant app stores to make it easier for developers to distribute their apps and connect with their customers. Meanwhile, in the U.K., the Competition and Markets Authority is waiting to launch the much anticipated *Digital Markets Unit*.

However, the changes brought about by legislation and antitrust enforcement in digital markets, must be discussed from a consumer experience perspective. Questions have been raised regarding consumer choice online and ways to ensure that consumers have more quality options and can make more informed decisions when shopping, working, planning and communicating online.

### Speakers:

**Richard Stables**  
CEO, Kelkoo Group

**Stefan Hunt**  
Chief Data and Technology Insights Officer, UK  
Competition and Markets Authority

**Michael Koenig**  
Adviser for Digital Markets Act, Directorate-General  
for Communications Networks, Content  
and Technology

**Marcel Kolaja**  
Member of the European Parliament

**Jon Leibowitz**  
Former Chairman, Federal Trade Commission,  
and former Partner, Davis Polk & Wardwell

**Rachel Brandenburger**  
APCO Worldwide IAC and Visiting Research Fellow,  
University of Oxford's Institute of European &  
Comparative Institute

### Moderator:

**Khushita Vasant**  
Senior Correspondent for US Antitrust Enforcement  
and Litigation, MLex

### Key Questions:

1. What are the biggest challenges to consumer choice and protection in digital markets?
2. What are the key changes that legislation will bring to consumer choice online?
3. Are there areas where antitrust enforcement is better positioned to address certain imbalances? What is the role of behavioural remedies in this regard?

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