

## Mergers in the Digital Era

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Reading Time : **1 min**

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- The key characteristics of digital markets, tech platforms and ecosystems.
- The relevance of network effects, multihoming and interoperability in the substantive analysis.
- Big data as an asset or input.
- Perceived enforcement gaps in digital mergers, including oversight of acquisitions of tech start-ups.
- Lack of prevalence of “killer acquisitions.”
- Whether jurisdictional merger thresholds should be lowered or expanded (e.g., adding transaction value thresholds).
- Online advertising and “attention” (two-sided) markets and the challenges this poses for market definition.
- Treatment of low probability-high impact competitive harm, and whether authorities should avoid Type II errors.
- Key Takeaways from the Furman, Lear and Cremer Reports.
- Innovative remedies in digital mergers.

The audience included representatives from major tech platforms, telcos, automotive manufacturers, financial institutions, investors, media companies, fast-moving consumers goods companies, luxury goods manufacturers, government officials, regulators and private practitioners.

## Categories

Mergers & Acquisitions

Antitrust

Entertainment & Media

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