

Digital Platforms in digital economy – Evaluation, Value and Regulation

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Let me introduce



**Roman
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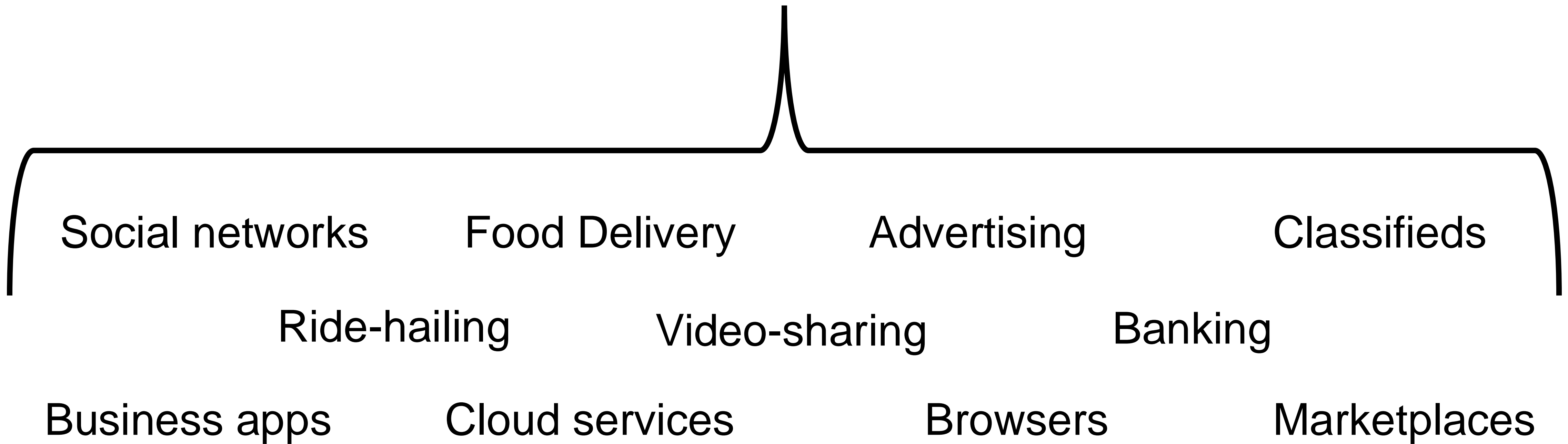
Legal consultant

Antitrust and digital platform practice

- Works with antitrust in Africa, Latin America and MENA countries
- Specializes in abuse of dominant position, unfair competition, anticompetitive agreements
- Bachelor and Masters degree in Moscow State University and Higher School of Economics
- 3 years of practice

1. Digital platforms can be specific

Digital Infrastructure



Research prove Africa's huge long-term digital potential:



Source: World Bank, 2024

1

115% increase in Internet users
In Sub-Saharan Africa
between 2016 and 2021

2

191 million individuals
made or received digital
payments
Between 2014 and 2021

3

Average Internet
download speed on the
continent rose
from 2.68 Mbps in 2019
to 8.31 Mbps in 2022

4

Ideal basics for e-
services sector growth
With ever rising user
penetration depending
on the specific part of
the continent

Overview of discussion

1

Evaluation

How the markets were transformed due to digital platforms introduction and how to evaluate such markets

2

Value

What are digital platforms good for?
What value they bring to users, businesses, government

3

Regulation

What approach to take regarding digital platforms regulation?

4

Discussion

What follow-up discussions and workshops can be held on digital platforms topics?

1. Evaluation.



Transportation

In cities and suburbs



Digital goods

Books, movies, games,
etc.



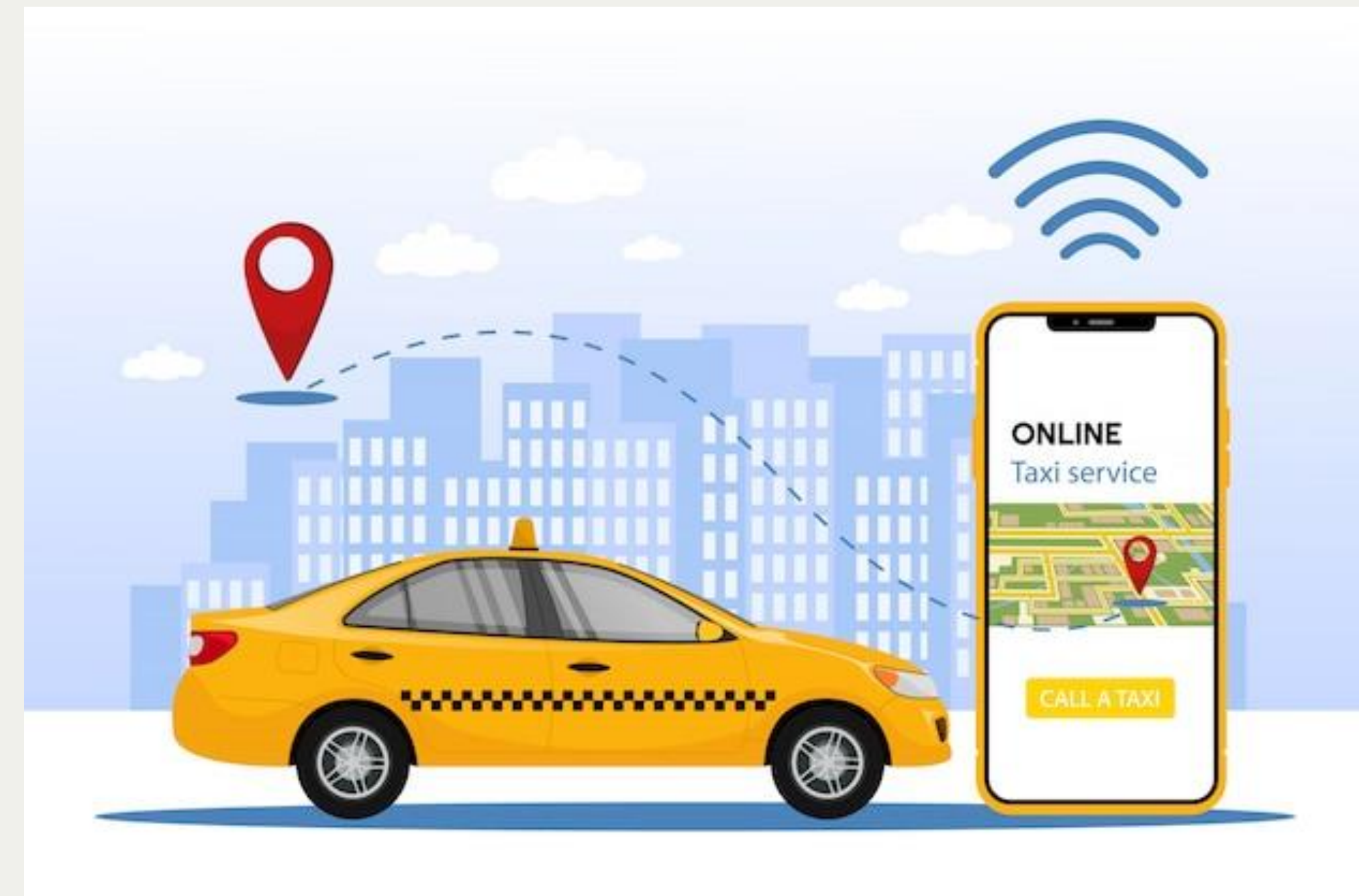
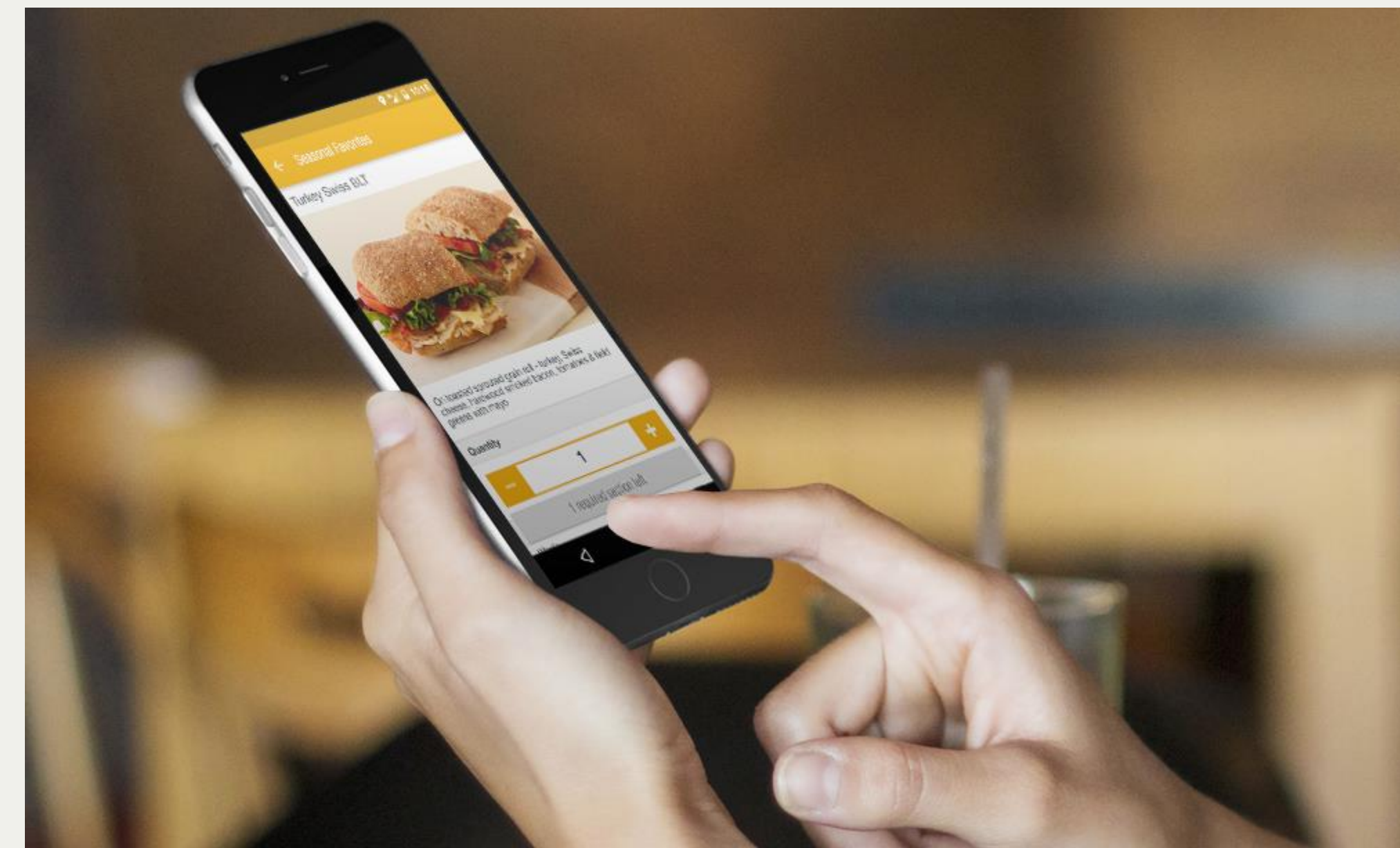
Food ordering

From any restaurant or
shop



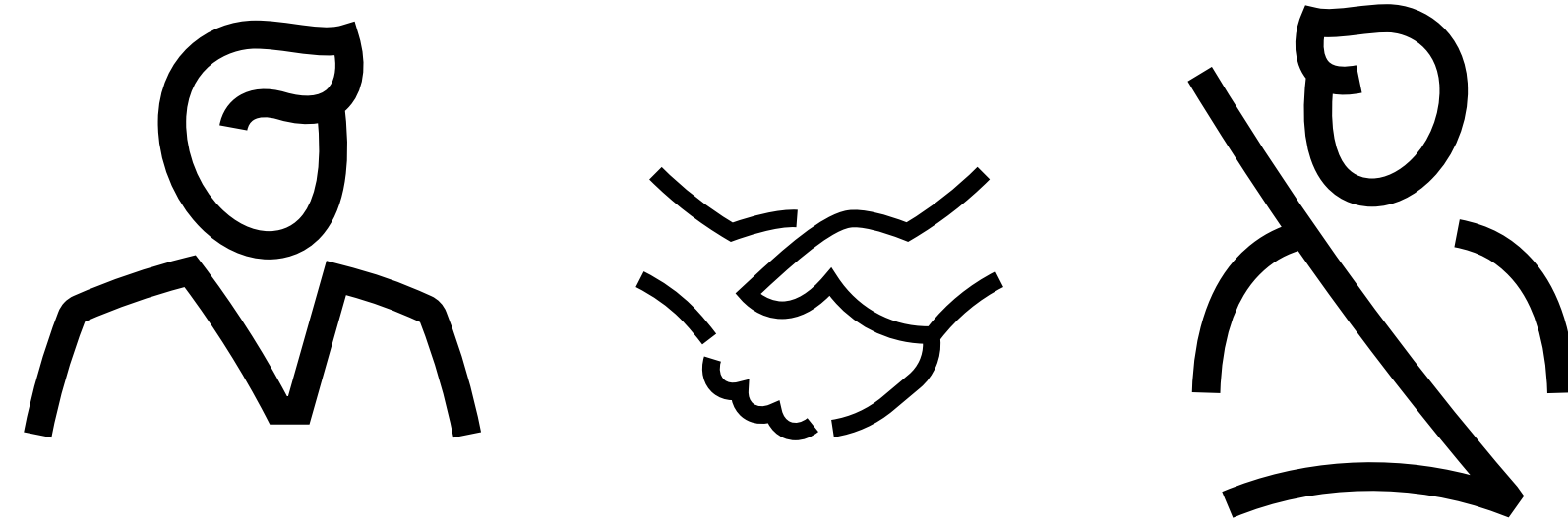
Social networks

And E-services

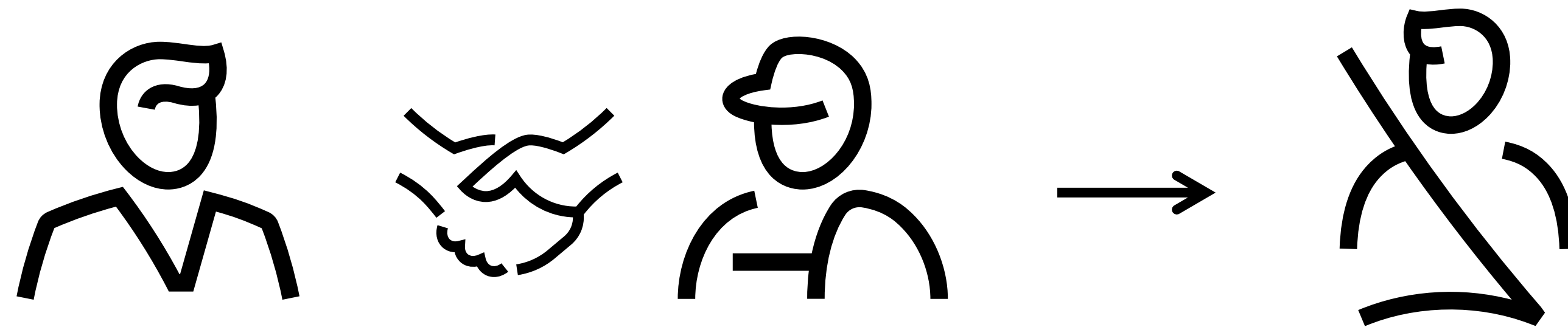


1. Transformation of markets - Taxi

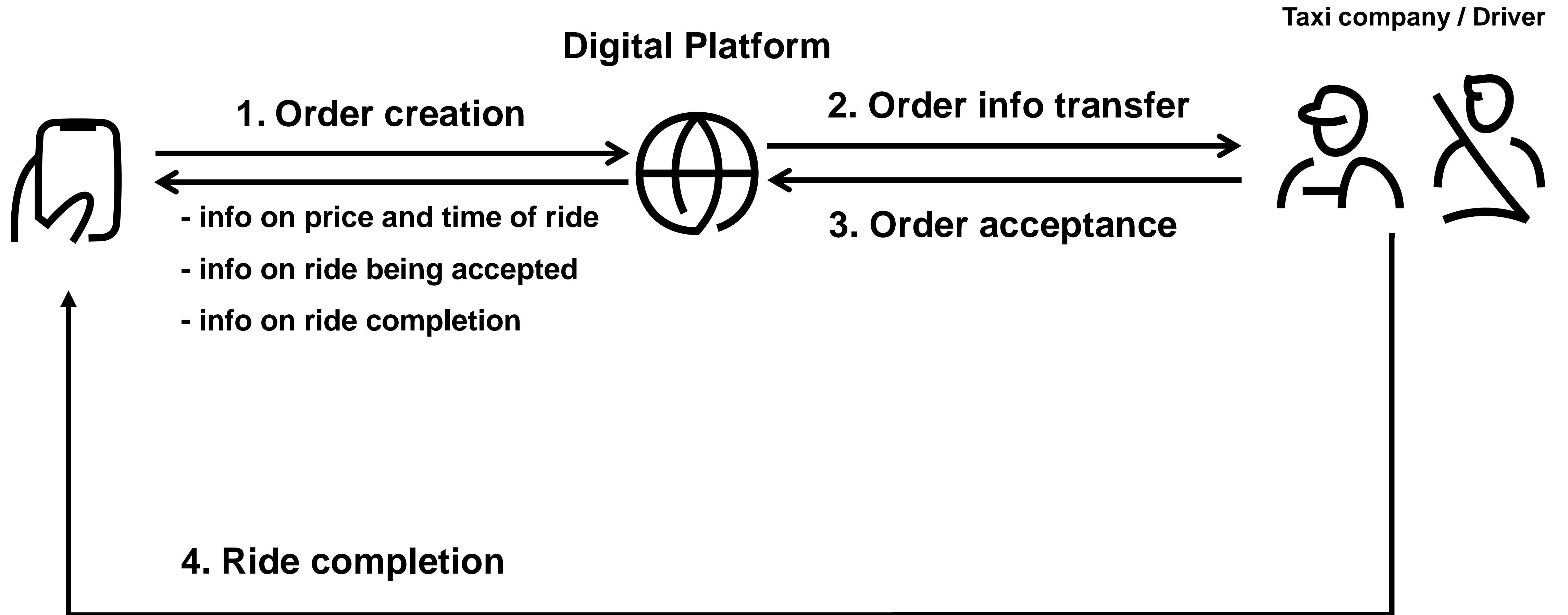
Direct order:



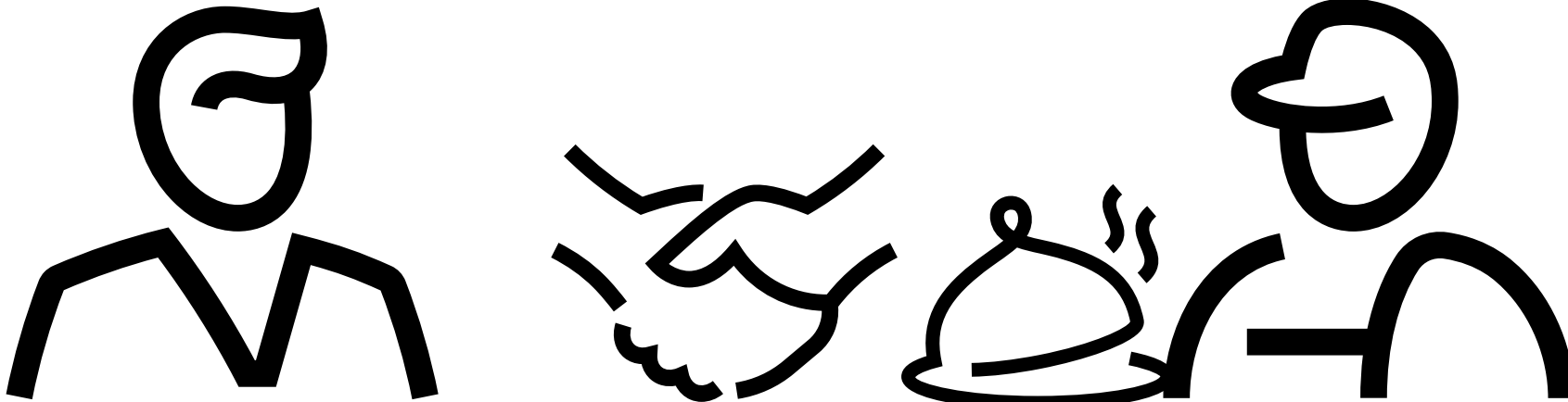
Order via a
taxi company:



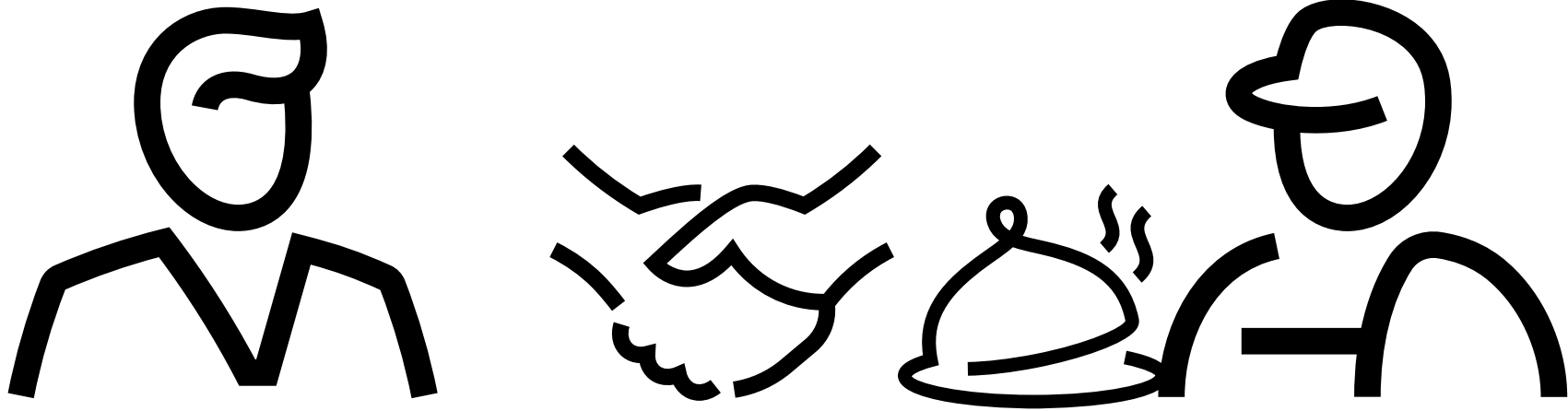
1. Transformation of markets - Taxi



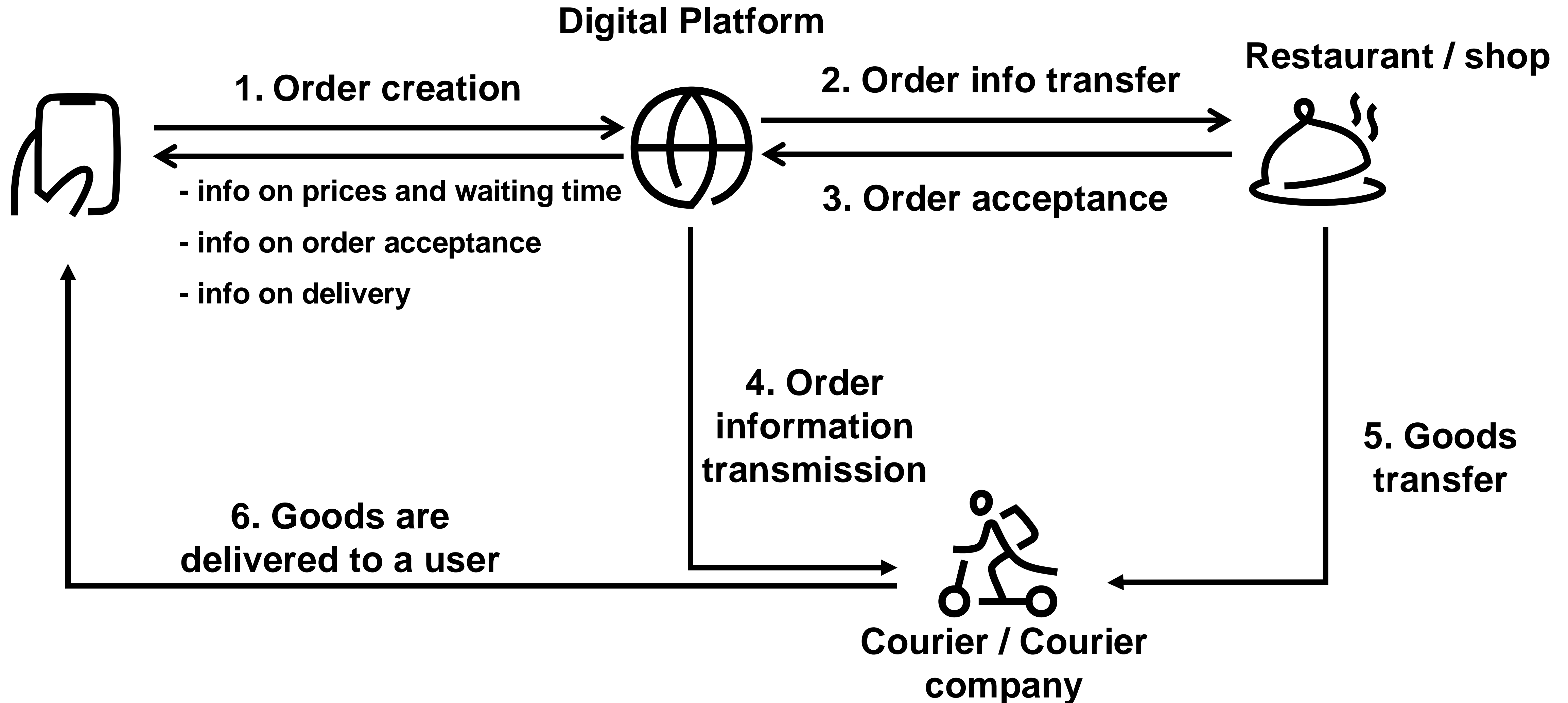
1. Transformation of markets – Food ordering



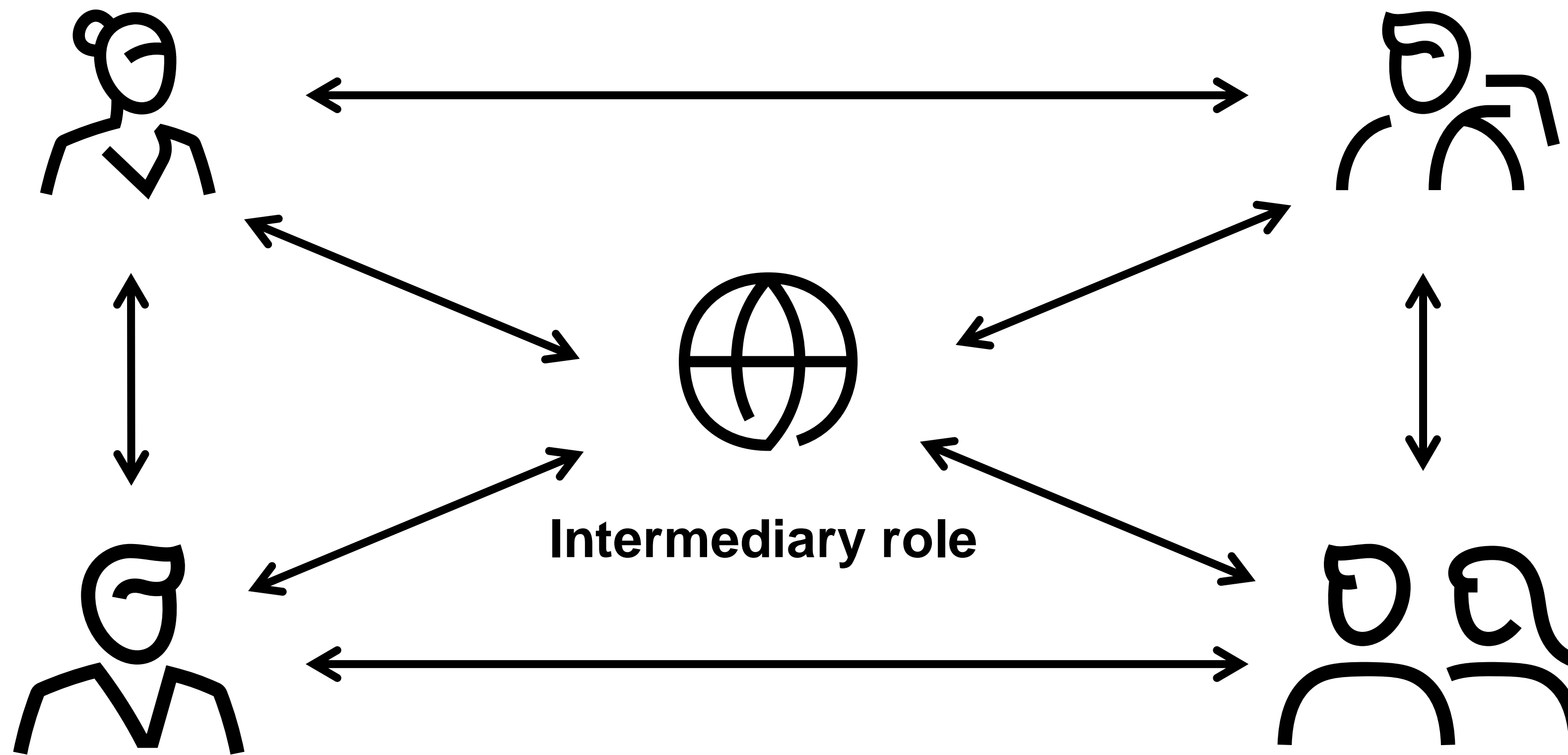
OR



1. Transformation of markets – Food ordering



1. Digital platforms lead to multi-sided markets



+++ Direct and indirect network effects

Other examples of markets being transformed?

1.



2.



3.



4.



2. Value



Higher user penetration, i.e.
availability of services for a user



Faster transactions and faster
turnover of money in the economy

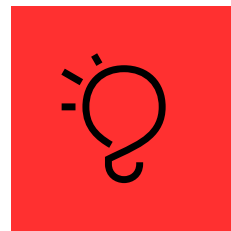


Growth of an economic sector

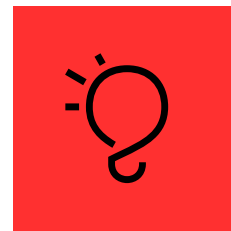


New workplaces created

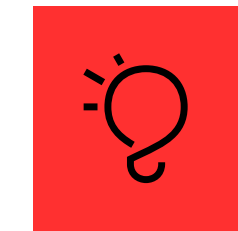
3. Regulation: Main questions to address



How do we tackle DPs development? How to assess their value?



How shall we regulate DPs or even shall we?



Do we involve DPs operators in discussions of the ongoing topics in a sector?

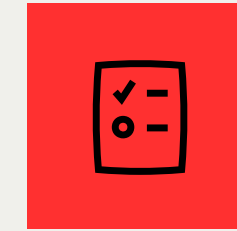
3. Regulation: Competition law challenges



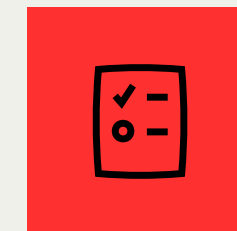
Source: Tyagi et al., 2024



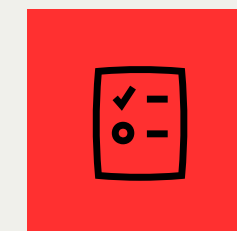
Transaction and non-transaction platforms



Zero-price markets



Market power assessment



Radically new practices

3. Regulation: competition framework

Competition law framework



Adapt current legislation:

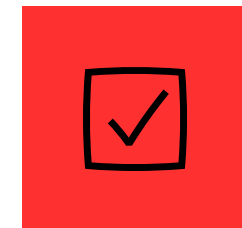
- + More convenient to introduce and work with
- + Less impact on innovation
- May have limited effectiveness with harder cases

Introduce new specific legislation:

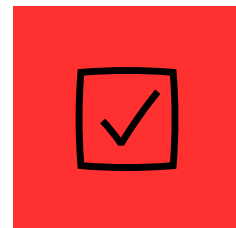
- + More thorough and potentially more descriptive
- Limits innovation more (even so if it is ex-ante regulation)
- Less convenient to introduce



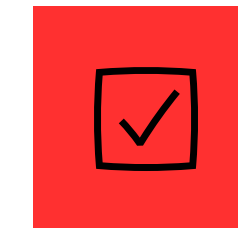
4. The regulatory processes benefit from aligning with private sector



Potential soft law discussion and implementation



Organization of conferences to discuss ongoing topics and receiving feedback



Organization of workshops with the DPs operators regarding regulation plans

**To develop digital
markets in
cooperation**

YANGO