



## TREASURER

Mr Rod Sims  
Chairman  
Australian Competition and Consumer Commission  
GPO Box 3131  
CANBERRA ACT 2601

Dear Mr Sims

I am writing to require the Australian Competition and Consumer Commission (ACCC) to hold a public inquiry into the impact of digital platform services on the state of competition in media and advertising services markets, pursuant to subsection 95H(1) of the *Competition and Consumer Act 2010* (CCA).

I enclose a notice under subsection 95H(1) of the CCA identifying the matters the inquiry is to consider and when the inquiry is to be completed.

A preliminary report must be submitted to the Government within 12 months of the date of the notice. A final report must be submitted to the Government within 18 months of the date of the notice. I understand the ACCC will require additional resources to undertake this inquiry.

I have copied this letter to the Prime Minister and the Minister for Communications and the Arts.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Scott Morrison', written over a faint circular stamp.

The Hon Scott Morrison MP

4/12/2017



## COMMONWEALTH OF AUSTRALIA

### *COMPETITION AND CONSUMER ACT 2010*

#### INQUIRY INTO DIGITAL PLATFORMS

I, Scott Morrison, Treasurer, pursuant to subsection 95H(1) of the *Competition and Consumer Act 2010*, hereby require the Australian Competition and Consumer Commission to hold an inquiry into the impact of digital search engines, social media platforms and other digital content aggregation platforms (*platform services*) on the state of competition in media and advertising services markets, in particular in relation to the supply of news and journalistic content, and the implications of this for media content creators, advertisers and consumers.

Matters to be taken into consideration include, but are not limited to:

- i. the extent to which platform service providers are exercising market power in commercial dealings with the creators of journalistic content and advertisers;
- ii. the impact of platform service providers on the level of choice and quality of news and journalistic content to consumers;
- iii. the impact of platform service providers on media and advertising markets;
- iv. the impact of longer-term trends, including innovation and technological change, on competition in media and advertising markets; and
- v. the impact of information asymmetry between platform service providers, advertisers and consumers and the effect on competition in media and advertising markets.

This is not to be an inquiry into supply by any particular person or persons, or by a state or territory authority.

This inquiry is to commence today and submit to me a preliminary report within 12 months and final report within 18 months.

DATED THIS

7~~th~~<sup>th</sup>

DAY OF

December 2017

  
SCOTT MORRISON  
Treasurer