European Commission

DIGITAL MARKETS ACT

Hotrec

Working Group on Distribution

20 November 2025

online

DMA where we are

(I) Enforcement

(II) DMA achievements

(III) DMA review

I. Enforcement

Reminder on formal enforcement actions

The Commission opened **6 non-compliance** and **2 specification** proceedings.

Apple	Opening-up mobile ecosystem and unlocking app distribution.	In-app steering Choice screens, uninstallation and defaults New business terms	Interoperability for connected devices Interoperability process
Google	Preventing self-preferencing and unlocking app distribution.	Self-preferencing	In-app steering
Meta	Preventing the use of the personal data for advertising without consent.	"Pay-or-consent" model	

Non-compliance procedure

Specification procedure

New developments

- Investigation into Google’s potential demotion of media publishers' content in search results
  - assess whether Google applies fair, reasonable and non-discriminatory conditions of access to publishers’ websites on Google Search
- Market investigations on cloud computing services under the Digital Markets Act
  - assess whether Amazon and Microsoft should be designated as gatekeepers for their cloud computing services under the DMA and assess if the DMA can effectively tackle practices that may limit competitiveness and fairness in the EU cloud computing sector

DMA- Achievements

Achievements: business users

APP DISTRIBUTION
The DMA unlocks closed ecosystems

You have the right to run your own app store; distribute your apps through alternatives appstores; and sideload your apps on all designated OS (iOS, Android mobile and Windows PC). You can communicate directly and freely with your customers. As an app developer you have more opportunities for your apps to become blockbusters.

ENSURING FAIR PLAY
The DMA addresses conflicts of interest

Data generated by your business on designated BigTech platforms won't be used by them to outcompete you.

EFFECTIVE ACCESS TO DATA
The DMA gives you back your data

Gain valuable insights from your data. With access to data generated by your services or user interactions on gatekeeper platforms, including performance metrics and user behaviour, you're equipped to make informed decisions. Users can also authorise you to port their data. Access this data in real-time and free of charge!

INTEROPERABILITY
The DMA unlocks OS features

You can develop and offer innovative services to users of designated OS (iOS, Android mobile and Windows PC). You will no longer be unfairly blocked. Gatekeepers must allow interoperability free of charge.

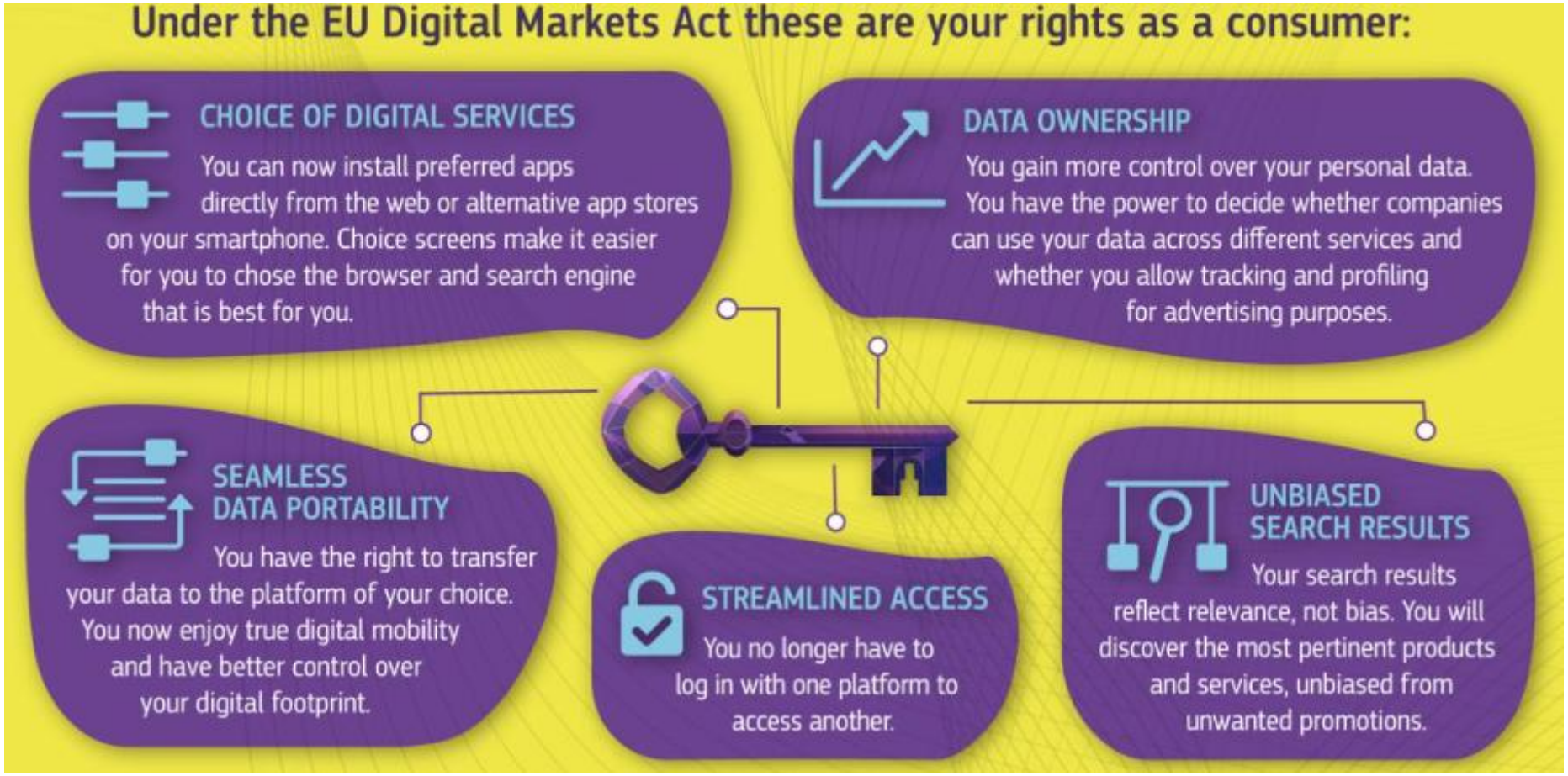
FAIR RANKING
The DMA levels the playing field

BigTech's designated platforms can no longer unfairly promote their own products or services above yours in search results or ads.

FAIR SALES TERMS
The DMA lets you run your business more freely

Take charge of your pricing strategy on designated gatekeepers' platforms! Bid farewell to restrictive conditions dictating your pricing practices elsewhere.

Achievements: end users



DMA Review

DMA - Review

- **By 3 May 2026**, and subsequently every 3 years, the Commission shall evaluate this Regulation and report to the European Parliament, the Council and the European Economic and Social Committee (Article 53 DMA).
- Four main aspects to be assessed:

1. whether the aims of the DMA of ensuring contestable and fair markets have been achieved;
2. the impact of the DMA on business users, especially SMEs, and end users;
3. whether the scope of Article 7 (on interoperability) may be extended to online social networking services; and
4. whether it is required to modify rules, including regarding the list of core platform services, the obligations laid down in Articles 5, 6 and 7 DMA and their enforcement.

Context of the Review

- Obligations listed in the DMA have been fully applicable for just over a year
- Relevant data are therefore naturally limited
- We see positive developments, but it is in the nature of the DMA that some compliance measures will take time before producing observable benefits
- Moreover, the DMA can only create opportunities, which must then be seized by business and end users, before producing tangible effects

Public consultation

- We received **319 submissions** to our public consultation and **92 submissions** in response to our AI questionnaire (contributions will soon be published)
- Many submissions are coming from GKs or organizations affiliated to them, such as trade associations
- We are now in the process of assessing all submissions
- From what we have seen so far, the **main recommendations** revolve around **AI, cloud,** balancing regulation and innovation, criteria for designation, third party engagement. Overall support by stakeholders but with some areas for improvement identified

Thank you!