



COMISIÓN NACIONAL DE LOS  
MERCADOS Y LA COMPETENCIA

# **New ways of providing services in the digital era and the need to effectively protect consumers**

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# CHARACTERIZATION OF SHARING ECONOMY

- Multi-sided platforms.
- Underused goods.
- Internet as a mean of interaction between demand and supply.
- Reputation systems: solve problems of asymmetric information.
- Trust.

## EFFECTS OF SHARING ECONOMY ON THE MARKETS

- Pro competitive effects: efficient prices, wider variety, quality, innovation, differentiation.
- Lower costs (transaction costs, search costs).
- More information at a lower cost.
- Consumer empowerment.
- Improve efficiency and the competitiveness of the economy.
- Increase traceability and transparency of economic transactions.
- New demand.

# EFFICIENT ECONOMIC REGULATION PRINCIPLES

## Sector Specific Regulation

- Urban Transport
- Rental Housing
- Crowdfunding
- Etc.

## Horizontal Regulation

- Fraud
- Safety Problems
- Unfair Competition
- Self-regulatory mechanisms

### Regulation in accordance with the principles of efficient economic regulation

- Necessity
- Proportionality
- Non Discrimination

# ADVOCACY INSTRUMENTS

## REGULATORY SCRUTINY

Report on draft Decree on holiday accommodation in Aragon

## MARKET STUDIES

Public Consultation

Study on new models for service delivery and sharing economy

## CHALLENGE BEFORE COURT

Decree holiday accommodation Madrid

Decree holiday accommodation Canary Islands

Taxi Ordinance Málaga

Taxi Ordinance Córdoba

Land Transport Regulation



*Gracias por su asistencia*