

THE DMA DEFINES A GATEKEEPER AS A PLATFORM THAT OPERATES IN ONE OR MORE OF THE DIGITAL WORLD'S EIGHT CORE SERVICES.

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II

- 37 registered office 'redzistad ofis siedziba
statutowa
38 stranglehold on sth 'stræŋgħəwɪd ɒn 'sæmɪŋ
kontrola nad czymś, żelazny uścisk
39 whereby 'weəbaɪ w kɪtɔɪm, w myśli kłórego
oligopoly 'ɒlɪgəpə(ɪ) ɪl ɒlɪgəpɒl (dominacja
kilku firm na rynku)
40 amazing 'əmeɪzɪŋ nɪsəməwɪtɪ
hands up, ... hænzd ʌp rɛs w góre, kto...
42 to put sth X way tə pʊt 'sæmɪŋ 'weɪ ʊjæt ɔs X
(na X sposób)
44 supplier 'sɹpləɪə(r) dostawca, dostarczający
zaopatrzenie/usługi
45 to irk sb tə ɪ:k 'sæmbədi draźnić, irytować
kogoś
46 the European Commission (EC) ðə 'jʊərəpiən
'kə:mɪʃn ɪ: st: Komisja Europejska (KE)
47 gatekeeper 'geɪtki:p(ə)r/ ɒdzwierny, stróż
response rɪ'spəns ɒdpowiedź
49 Digital Markets Act (DMA) 'dɪdʒɪtl 'mɑ:kɪts ækt
'dɪ: em 'er ækt ɒ ryŋkəch cyfrowych
50 draft draɪft tʊ: projekt ustawy
51 legislation lɛdʒɪs'leɪʃən ustawodawstwo, tu:
regulacja prawna
52 to debate sth tə dɪ'beɪt 'sæmɪŋ debatować
nad czymś, dyskutować
53 to consider sth tə kən'sɪdə(r) 'sæmɪŋ tʊ:
rozważyć coś, rozpatrywać
54 parliament 'pɑ:liəmənt parlament
with a view to doing sth wɪð ə vju: tə 'du:ŋ
'sæmɪŋ mając zamiar coś zrobić, szykując się
do zrobienia czegoś
56 to agree sth wɪð sth tʊ ə'grɪ: 'sæmɪŋ wɪð
'sæmbədi uzgodnić coś (warunki czegoś) z kimś
57 fickle 'fɪkl ɹzmienny, kapryśny
58 to point the finger at sb tə pɔɪnt ðə 'fɪŋgə(r)
et 'sæmbədi wskazać kogoś (jako winnego
czegoś), znaleźć winowajcę/sprawcę
59 social networking 'səʊl 'netwɜ:kɪŋ sɪet
spółecznościowe
60 advertising 'ædvɜ:tɪzɪŋ reklamowanie
61 annual turnover 'ænjʊəl 'tʊ:nəvə(r) roczne
obroty
62 market capitalisation 'mɑ:kɪt 'kæpɪtəlaɪz'eɪʃn
kapitalizacja rynkowa
63 gateway 'geɪtweɪ bramą, wejście
end user 'end 'ju:zə użytkownik/odbiorca
koncowy
65 durable 'djʊərəbl trwały
66 exhaustive ɪg'zɔ:stɪv wyczerpujący, kompletny
67 to capture sb tə 'kæptʃə(r) 'sæmbədi tʊ: ʊjæt
kogoś (w spisie, na liście)
68 to confirm sth tə kən'fɜ:m 'sæmɪŋ potwierdzić
coś
- 26 to abound tʊ ə'baʊnd obfitować
27 to submit sth tə səb'mɪt 'sæmɪŋ dostarczać
czegoś
28 valuable 'væljuəbl wartościowy
29 saleable 'seɪləbl nadający się do sprzedaży
30 thorny issue 'θɔ:ni 'ɪʃu: drażliwa kwestia
31 in terms of X ɪn tɜ:mz əv pɒd kætəm X
32 receipt of goods and services rɪ'si:t əv gʊdz
and 'sɜ:vɪsɪz otrzymanie towarów/usług;
rachunek za towar/usługę
33 tax tæks podatek
34 customs duty 'kʌstəmz 'dju:ti opłata celna
35 to levy sth tə 'levɪ 'sæmɪŋ nakładać coś (np.
podatek), obarczać coś (np. kosztem)
36 headquartered somewhere 'hed'kɔ:təd 'sʌmwɛə(r)
mający swoją siedzibę gdzieś (o firmie)
- holds a strong, established, durable position
The list of named companies is not exhaustive⁶⁶ and could capture⁶⁷ others such as Booking.com whose annual revenue of Covid-hit 2020 even made USD 6.79 bln and increased to USD 9.21 bln in 2021 (Source: companiesmarketcap.com). Their influence is confirmed⁶⁸ by the fact that the list of named companies is not exhaustive⁶⁶ and could capture⁶⁷ others such as Booking.com whose annual revenue of Covid-hit 2020 even made USD 6.79 bln and increased to USD 9.21 bln in 2021 (Source: companiesmarketcap.com). Their influence is confirmed⁶⁸ by the fact that
- has an annual turnover⁶¹ or market capitalisation⁶² of EUR 6.5 bln
• serves as an important gateway⁶³ for business users to reach end users⁶⁴ (user base larger than 45 million monthly end users and 10,000 business users yearly)
- holds a strong, established, durable position

On the Case of Gatekeepers⁴⁷

The Commission's response⁴⁸ or rather weapon, is the Digital Markets Act (DMA).⁴⁹ There is also a parallel draft⁵⁰ legislation⁵¹ in the form of the Digital Services Act (DSA). In development for a number of years, the DMA was debated⁵² and passed by the European Internal Market Committee in December 2021 and will be considered⁵³ by the full parliament⁵⁴ in 2022 with a view to agreeing⁵⁵ implementation with national governments. The aim is to establish a single set of rules across the EU and the primary target of the legislation are gatekeepers, at whom they specifically point the fickle⁵⁷ finger⁵⁸.

The DMA defines a gatekeeper as a platform that operates in one or more of the digital world's eight core services (including search, social networking⁵⁹, advertising⁶⁰ and marketplaces) in at least three EU countries and:

a phrase that commonly abounds²⁶ in online marketing circles is "if you are not paying, you are the product." That is, you may not pay with money, but you pay by submitting²⁷ your valuable²⁸ (and sometimes saleable²⁹) personal data.

Then there is the thorny issue³⁰ of international digital transactions in terms of money transfers, receipt of goods and services³² and what taxes³³ and customs duties³⁴ should be levied³⁵, where and by whom. What if a company is headquartered³⁶ in California, has its registered office³⁷ in Luxembourg or Ireland, and has a stranglehold on³⁸ markets within the EU?

Finally, the digital environment has evolved like many other industries, whereby³⁹ it is largely controlled by an oligopoly⁴⁰ (See some amazing⁴¹ stats). Look at it this way, hands up⁴² who has not heard of the following companies, or to put it another way⁴³, used at least one of their services today: Google, Facebook, Amazon, Apple, Microsoft? If you would prefer not to, either as a customer or supplier⁴⁴, do you have a realistic alternative or choice? It is this last question in particular that has been irking⁴⁵ the European Commission⁴⁶.