

according to Statista data, for the year 2019-2020, the Dutch company accounted for a third of all online holiday bookings in Germany.

Apart from just being very big and thus controlling the market, there are certain practices that the EU Commission wants to put a stop to<sup>69</sup>. These were identified in a document prepared by Lear for the Competition and Markets Authority in 2019, which highlight<sup>70</sup> what is seen as undesirable<sup>71</sup> abuses<sup>72</sup> of market power. These included:

- unfair contract terms – e.g., Google AdSense exclusivity terms<sup>73</sup>
- anticompetitive<sup>74</sup> use of third-party<sup>75</sup> data – Apple app store using data to inform own music product development
- self-preferencing<sup>76</sup> in rankings and listings – Google - pre-installation<sup>77</sup> of Chrome on Android phones
- tying and bundling<sup>78</sup> - pre-installation of Apple music services onto Apple devices

As these major companies extend their product portfolio<sup>79</sup> to cover everything, from home hub<sup>80</sup> management to shopping and payment apps, the tentacles<sup>81</sup> of their influence may extend into every aspect of a consumer's and service provider's<sup>82</sup> life. So what does the Commission have in store for<sup>83</sup> the monopolising giants?

The new rules entail<sup>84</sup> a set of dos and don'ts<sup>85</sup> for gatekeepers, which include:

Dos

- allow their business users to access the data that they generate in their use of the gatekeeper's platform
- enable companies advertising on their platform to carry out<sup>86</sup> their own independent verification<sup>87</sup> of their advertisements hosted by the gatekeeper
- allow their business users to promote their offer and conclude contracts<sup>88</sup> with their customers outside the gatekeeper's platform

<sup>69</sup> to put a stop to sth *tə put ə stɒp tə*  
'samtɪŋ położyć czemuś kres

<sup>70</sup> to highlight sth *tə 'haɪlaɪt 'samtɪŋ*  
uwypatnić coś, zaakcentować

<sup>71</sup> undesirable *ˌʌndɪ'zʌərəbl* niepożądany

<sup>72</sup> abuse *ə'bjʊs* łamanie (np. praw człowieka), nadużycie

<sup>73</sup> exclusivity terms *ˌeksklʊ:'sɪvətɪ tɜ:mz*  
uprzywilejowane warunki, warunki wyłączności

<sup>74</sup> anticompetitive *ˌæntɪkəm'petətɪv*  
antykonkurencyjny

<sup>75</sup> third-party *'θɜ:d 'pɑ:ti* związany z osobami trzecimi, ze spółkami trzecimi

<sup>76</sup> self-preferencing *self 'pref(ə)rənsɪŋ*  
pierwszeństwo dla własnej produkcji (platformy sprzedażowej, sieci społecznościowej itp.)

<sup>77</sup> pre-installation *ˌpri:ɪn'stə'leɪʃn*  
preinstalacja (oprogramowania dostarczonego ze sprzętem)

<sup>78</sup> to bundle sth *tə 'bʌndl 'samtɪŋ tu:*  
pakietować, łączyć (produkty)

<sup>79</sup> product portfolio *'prɒdʌkt pɔ:t'fɒliəʊ*  
portfel produktów

<sup>80</sup> home hub *həʊm hʌb* centrala sterowania domem (inteligentny dom)

<sup>81</sup> tentacle *'tentəkl* macka

<sup>82</sup> service provider *'sɜ:vɪs prə'vaɪdə(r)*  
dostawca usług

<sup>83</sup> to have sth in store for sb *tə hæv 'samtɪŋ ɪn stɔ:(r) fə(r) 'sambədi* czekać na kogoś, mieć coś przygotowane dla kogoś

<sup>84</sup> to entail sth *tu ɪn'teɪl 'samtɪŋ*  
wywoływać coś, pociągać coś za sobą

<sup>85</sup> dos and don'ts *du:z ənd 'dəʊnts* to, co wolno/trzeba, a czego nie wolno/nie należy robić

<sup>86</sup> to carry sth out *tə 'kæri 'samtɪŋ aʊt*  
przeprowadzić coś

<sup>87</sup> verification *ˌverɪfɪ'keɪʃn* weryfikacja

<sup>88</sup> to conclude contract *tə kən'klʊd*  
'kɒntrækt zawrzeć umowę

## Amazing Stats

### In Europe

Google Chrome has a 58.72 percent market share<sup>1</sup>. Second is Apple's Safari at 21.35 percent. That means 80 percent of the browsing market is controlled by these two players. (Source: Statcounter.com)

In Q3 of 2021, there were 423 million active Facebook users. (Statista)

In 2020, Amazon EU S.à r.l. reported annual sales of nearly EUR 44 bln. (Statista)

75 percent of laptop and desktop users use Microsoft Windows, in second place is Apple's macOS with 16 percent. (Wikipedia)

### Worldwide

There are over 1 billion Microsoft Office users.

The so-called<sup>2</sup> Big Five tech<sup>3</sup> companies: Apple, Microsoft, Alphabet (Google restricted holding company<sup>4</sup>), Amazon and Facebook (Meta) enjoyed a bumper<sup>5</sup> year in sales as a result of homeworking<sup>6</sup> and supply-chain<sup>7</sup> issues brought about<sup>8</sup> by the pandemic. In July 2021, they accounted for 23 percent of the S&P 500 index.

Apple's market capitalisation of USD 2.1 tln is greater than the GDP<sup>9</sup> of 96 percent of countries in the world, including Canada, Russia and Brazil. Economically, if it were a country, it would be the tenth-largest in the world. (Visualcapitalist.com)

<sup>1</sup> market share *'mɑ:ktʃeə(r)* dola rynkowa, udział w rynku

<sup>2</sup> so-called *səʊ kɔ:ld* tak zwany (tylko przed rzeczownikiem)

<sup>3</sup> tech *tek* technologiczny (*pot.*)

<sup>4</sup> holding company *'həʊldɪŋ 'kʌmpəni* towarzystwo holdingowe

<sup>5</sup> bumper *'bʌmpə(r)* niesamowicie/niespodziewanie wysoki

<sup>6</sup> homeworking *'həʊmwɜ:kɪŋ* praca zdalna, praca z domu

<sup>7</sup> supply-chain *sə'plaɪ tʃeɪn* związany z łańcuchem dostaw, logistyczny (tylko przed rzeczownikiem)

<sup>8</sup> to bring sth about *tə brɪŋ 'samtɪŋ ə'baʊt* spowodować coś, przynieść

<sup>9</sup> GDP (gross domestic product) *dʒɪ: dɪ: 'pi: grɒs də'mestɪk*  
'prɒdʌkt PKB (produkt krajowy brutto)