

national regulation vs. transnational players & Markets

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facebook Community update

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1.8 Billion
active on Facebook



1 Billion+
active on WhatsApp



1 Billion+
active on Messenger



500 Million+
active on Instagram

1,000,000,000

people use Messenger
every month all over the world

Transnational players

- ▶ Raise of « one billion platforms »
- ▶ Designed Operating at a worldwide level
- ▶ In a networked world (40% of the world population has an internet connection today)
- ▶ Scale:
 - ▶ Demand economy of scale
 - ▶ Networks effects
- ▶ Size matters
- ▶ No « one billion » european platforms at the World Wide level

Key challenges for regulators

- ▶ **Rapid technical evolution**
 - ▶ leading to rapid moves in business models (high level of pivoting companies) in search of the right business models
 - ▶ How to regulate firms that regularly change their business models moving from one business model to another one, one industry to another one
- ▶ **Platforms spanning across different industries**
 - ▶ Platform operating multi-sides markets models belonging to different industries and thus to different regulations

Transnational vs national regulation?

- ▶ Transnational regulation is mandatory otherwise norms will be imposed by platforms
 - ▶ Google in EU: Case « Right to be forgotten »
 - ▶ Started in Spain then extended at the EU level
 - ▶ Demands exist to extend it at the .com level
 - ▶ Safe Harbor & Privacy Shield
- ▶ Platforms export norms from where they originated
 - ▶ See social networks issues: censorship / privacy
 - ▶ Acting at national levels has a (very) limited impact
- ▶ If no supra norms, norm conflicts favor the largest platforms