

ACCC DIGITAL PLATFORMS INQUIRY: GOVERNMENT RESPONSE

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Legal Briefings

On 12 December 2019, the Australian Government released its response to the final report of the ACCC's Digital Platforms Inquiry.

The response includes:

- additional funding of \$26.9 million to establish a Digital Platforms Branch within the ACCC tasked with monitoring and enforcement
- an inquiry into online advertising and ad-tech services
- the proposed development of new codes relating to disinformation and quality of news online, and in relation to bargaining between digital platforms and news media businesses and a recommitment to developing a privacy code that applies to online platforms trading in personal information.



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GOVERNMENT RESPONSE



Our report, [ACCC Digital Platforms Inquiry: Government Response](#), explains the Government's proposed actions and importantly what they might mean for Australian businesses, particularly digital platforms, the businesses that rely on them, and traditional media operators.

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KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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