DMA Enforcement Workshops

Amazon

Brussels, 23 June 2025

Agenda

9:00-9:30	**Registration/coffee**
9:30-9:40	Introductory remarks by the Commission
Update on first year of DMA compliance	
9:40-9:55	Presentation by the Commission on the regulatory dialogue with Amazon
9:55-10:45	Presentation by Amazon on the main evolution and effects of the compliance measures 1. Data portability and data access 2. Advertising transparency 3. Design of Amazon Store interface and ranking solutions 4. Pricing policies and mechanisms applied by Amazon Store 5. Engagement with third parties on compliance
10:45-11:15	Q&A on the presentation and open discussion

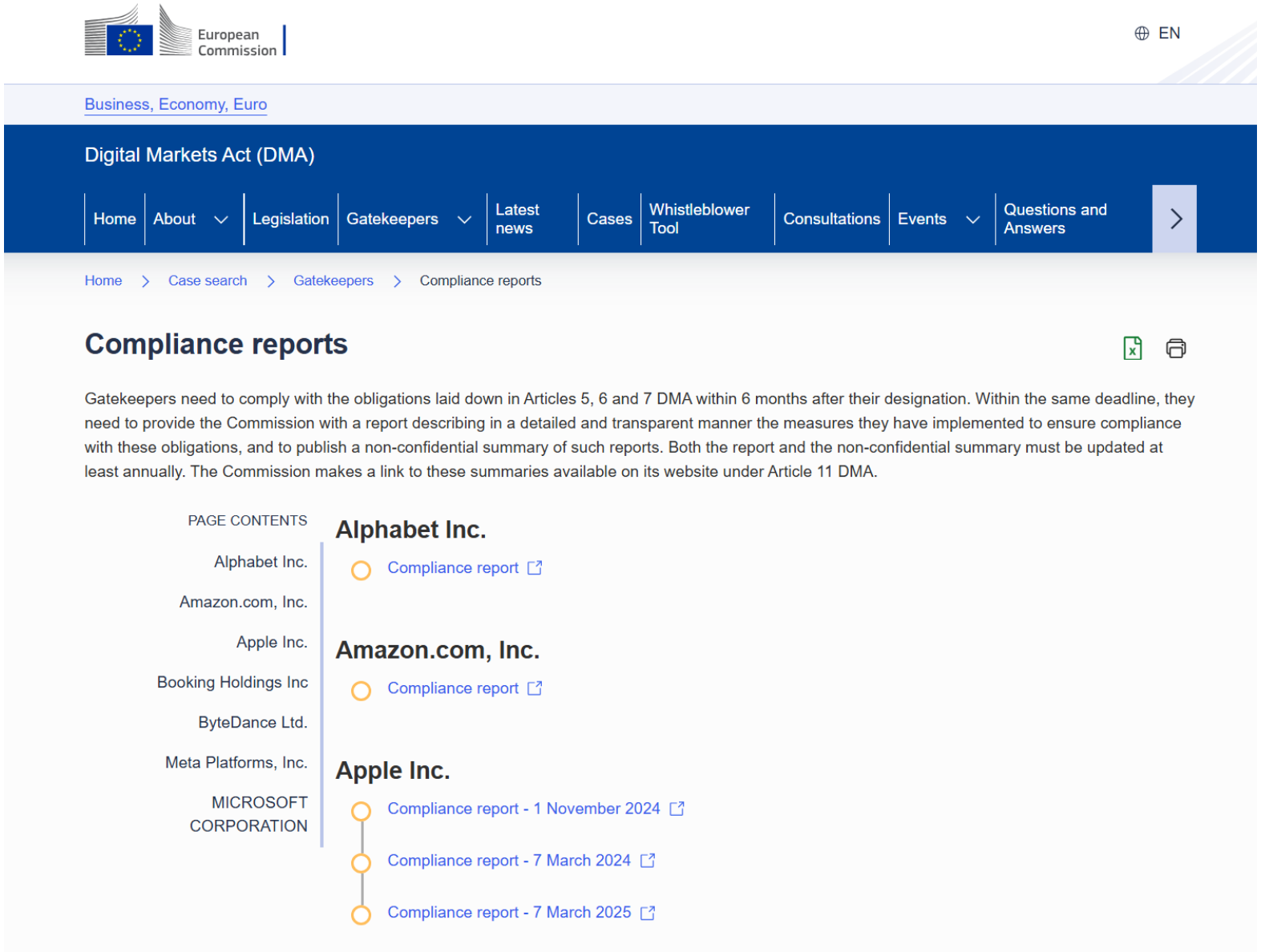
European Commission

Agenda

11:15:11:45	**Coffee break**
Amazon's new services and their compliance with the DMA	
11:45-12:00	Presentation by Amazon on the main developments integration of AI solutions and roll-out
12:00-12:45	Q&A on the presentation and open discussion
Other topics and conclusion	
12:45-13:00	Q&A on any other topics related to DMAcompliance
13:00	Lunch

European Commission

Introductory remarks by the Commission



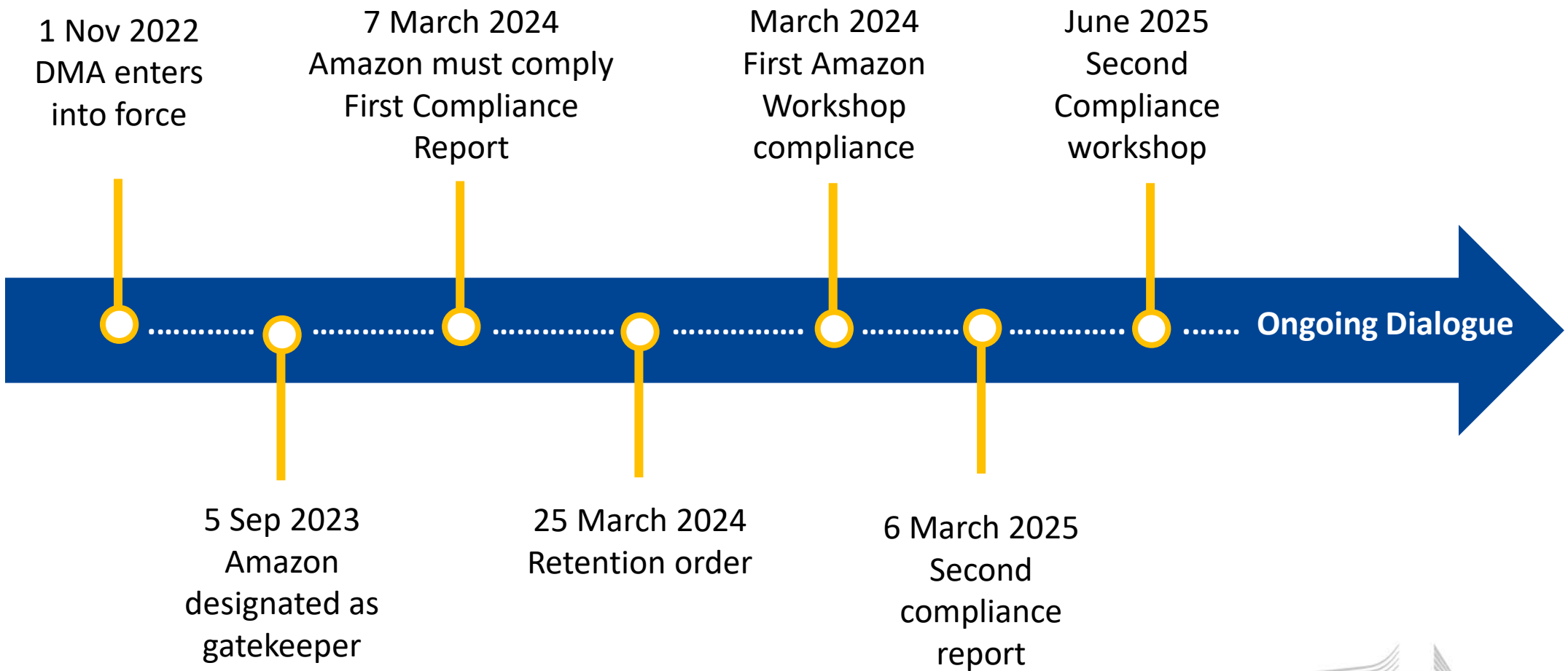
Scan to reach the gatekeeper's compliance reports

Link to the DMA compliance reports: https://digital-markets-act-cases.ec.europa.eu/reports/compliance-reports

European Commission

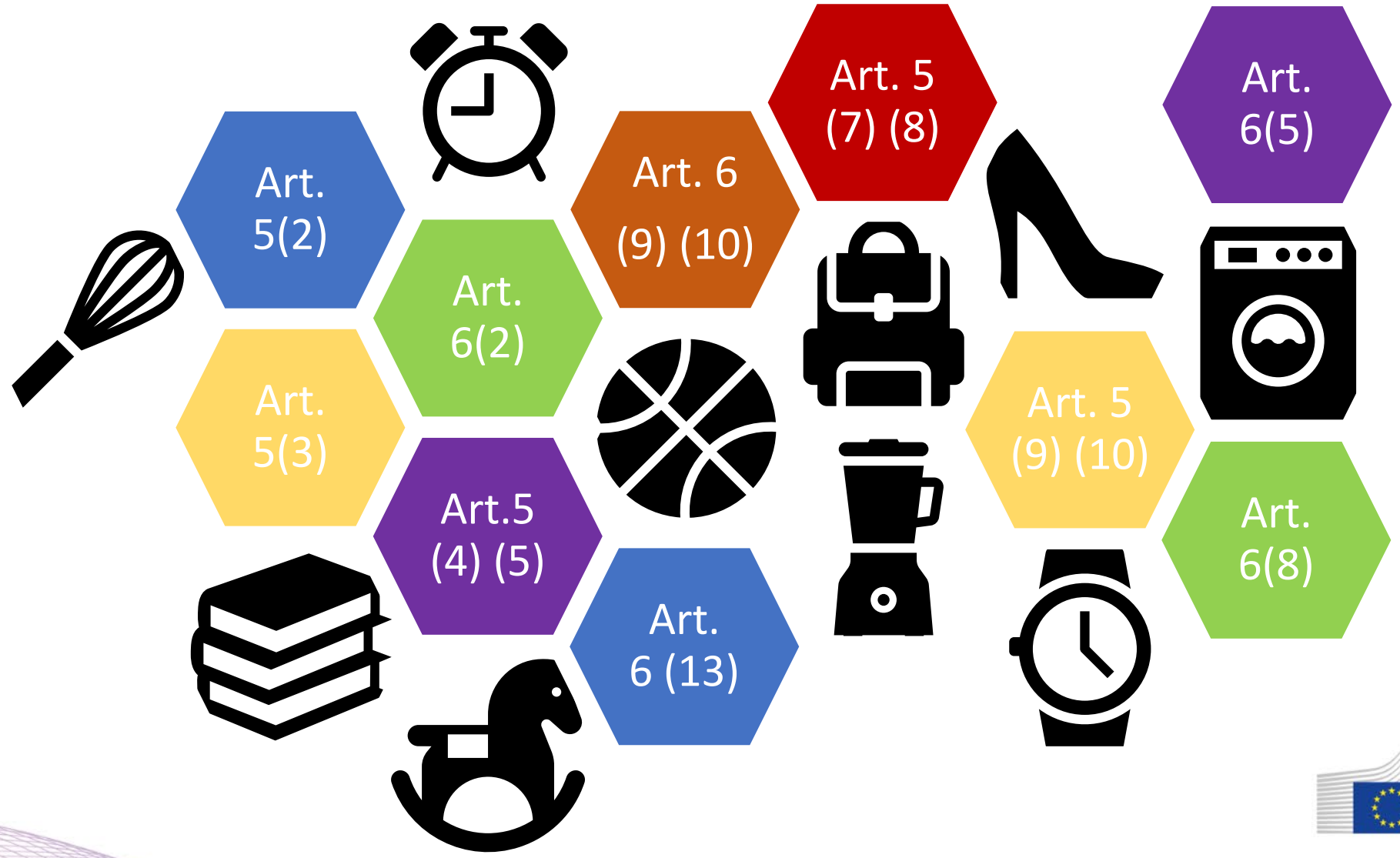
Presentation by the Commission on the ongoing regulatory dialogue

Timeline



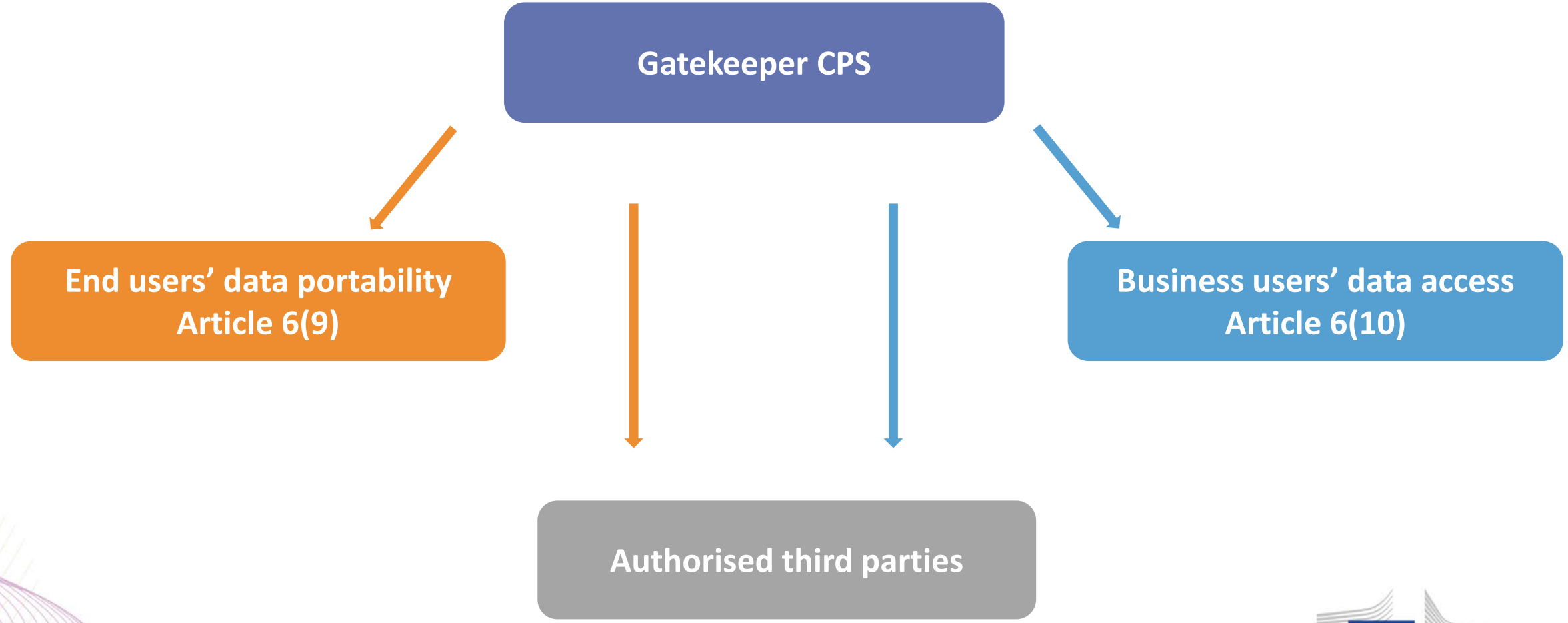
European Commission

Applicable DMA provisions



European Commission

Art. 6(9) and (10): Data portability (1/2)



European Commission

Art. 6(9) and (10): Data portability (2/2)

Scope and granularity of available datasets

Transparency of the tools

Dedicated process allowing to request additional data outside Amazon's tools

6(9): Validation process for authorised 3Ps to connect to the API

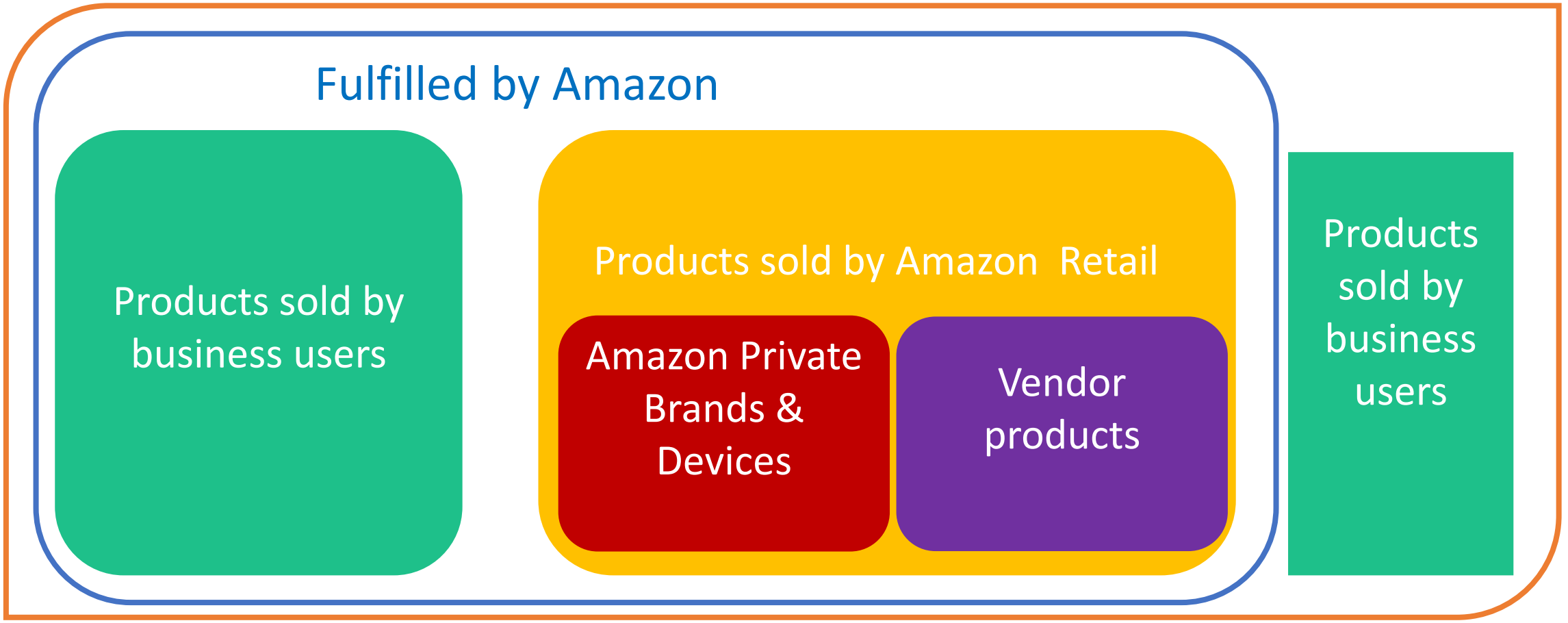
Art. 5(9) and (10): Ad transparency

Publishers:
How much did I get?
How much did advertisers pay?

Advertiser:
How much did I pay?
How much did publishers get?

European Commission

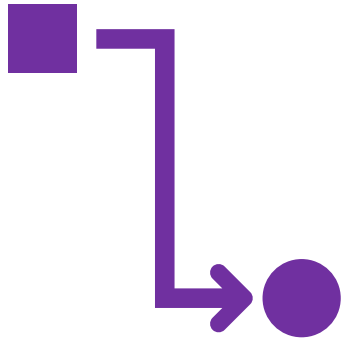
Art. 6(5) DMA: Ban on self-preferencing



European Commission

Art. 5(3) DMA: Parity ban

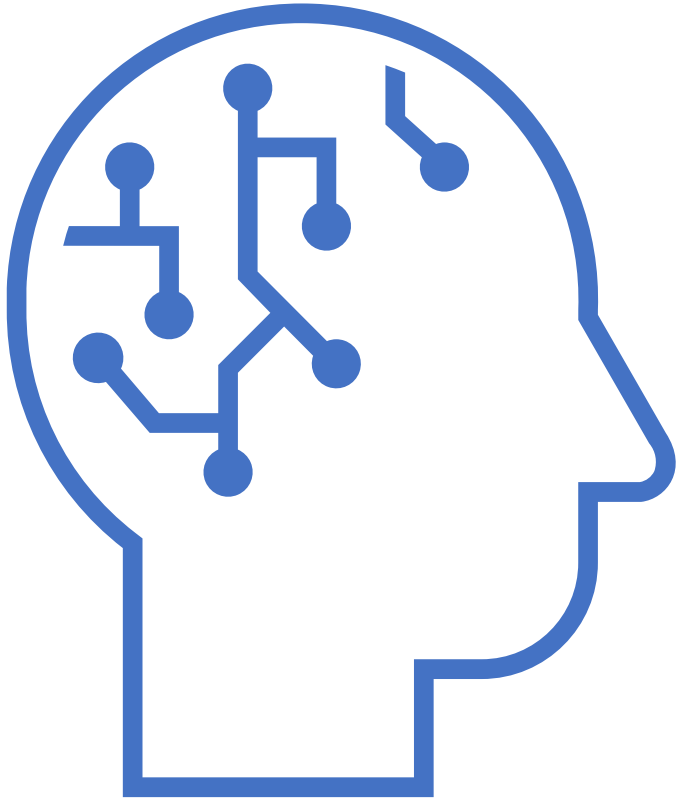
Parity clauses



Measures with equivalent effects to parity

European Commission

AI is around the corner



European Commission

Thank you!

… and keep in touch:

EC-DMA@ec.europa.eu

European Commission

Rules of engagement I

- No reference to ongoing or past proceedings
- No attacks – questions should remain polite and constructive
- The Commission will moderate the discussions. Its role will be to steer the discussion
- The Commission will not provide legal interpretations / take any positions
- No sharing of business sensitive information
- Goal is to hear stakeholders' feedback on the concrete compliance solutions
- We may not be able to take all comments and questions. Any observations can be sent to EC-DMA@ec.europa.eu

Rules of engagement II

- Always state your **name and organisation** (in room and via **slido**)
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via:
https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223
Password: 6190708

European Commission

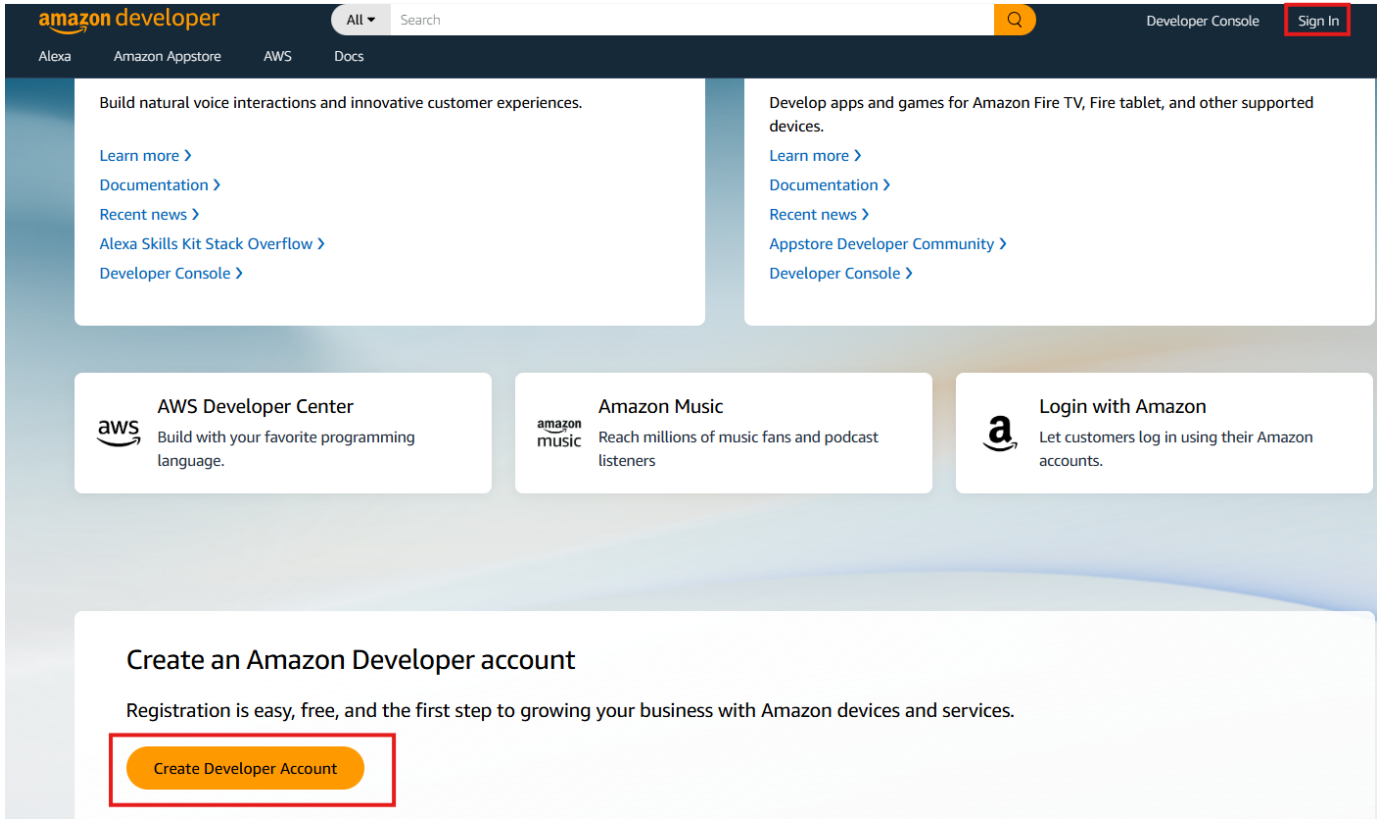
Presentation by Amazon on the main evolution and effects of the compliance measures

Data portability and data access

Articles 6(9) and 6(10)

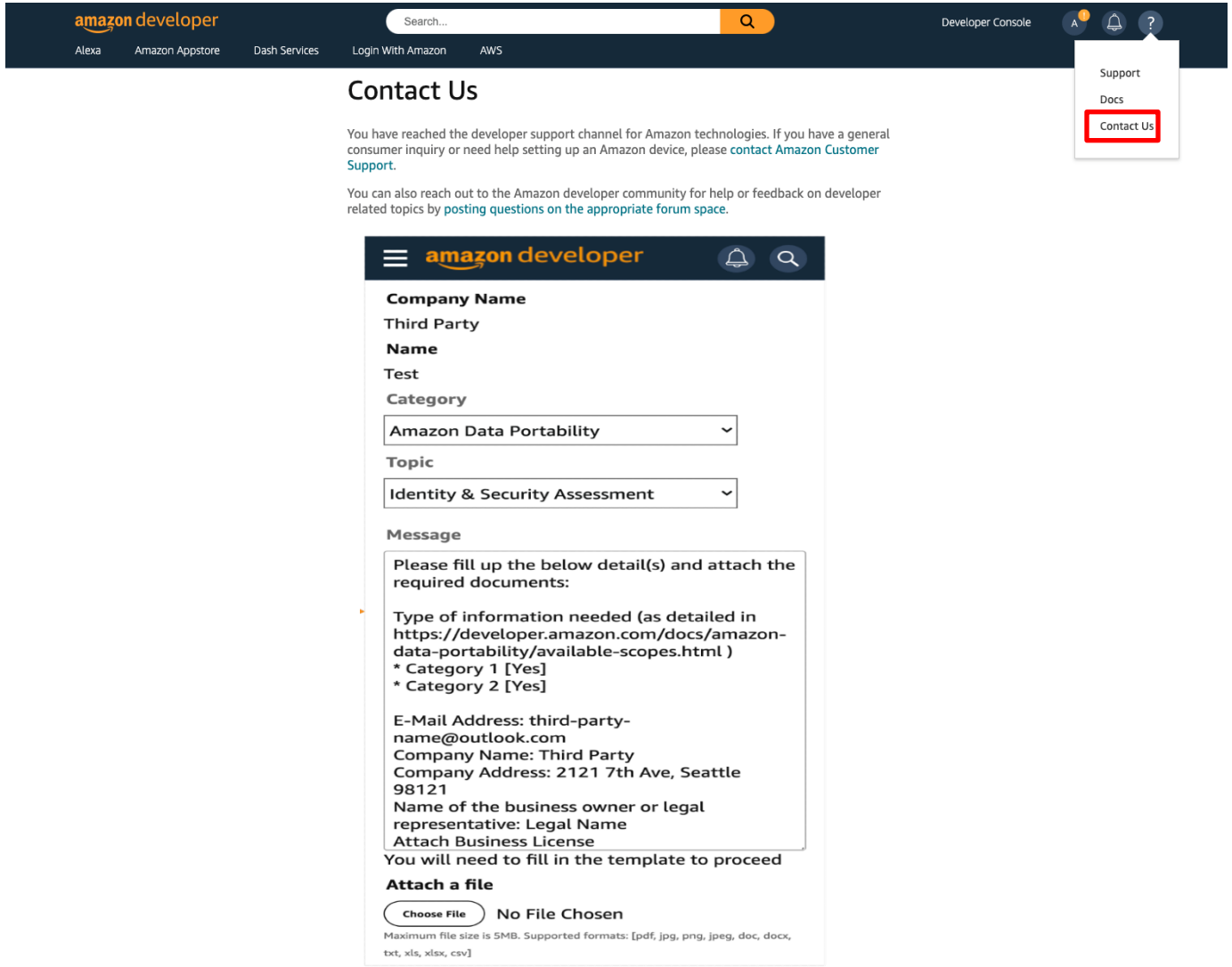
amazon

Registering as an Amazon Developer account (Article 6(9))



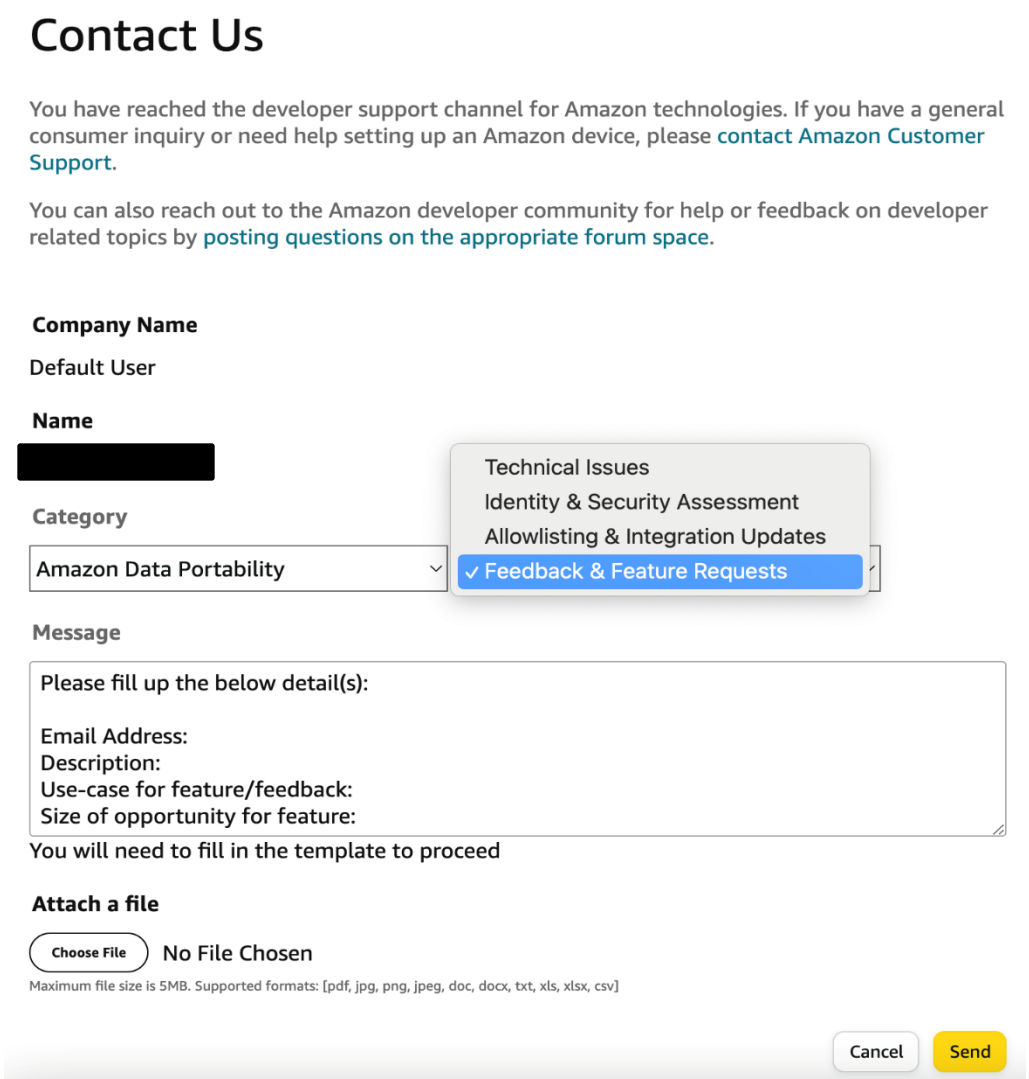
amazon

Amazon Data Portability (Article 6(9))



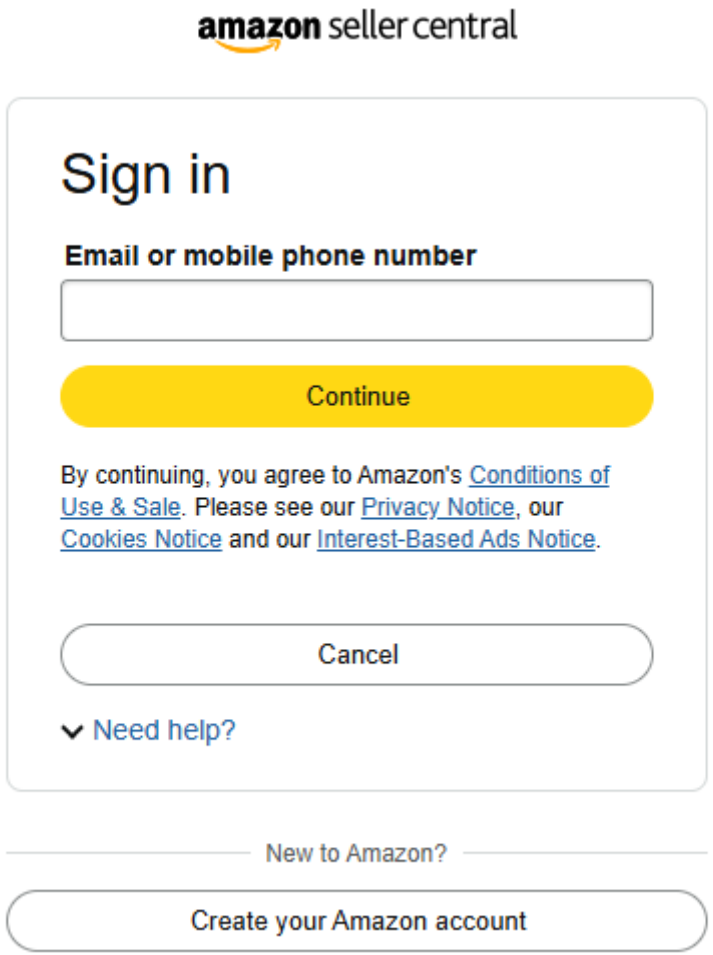
amazon

Request for additional data (Article 6(9))



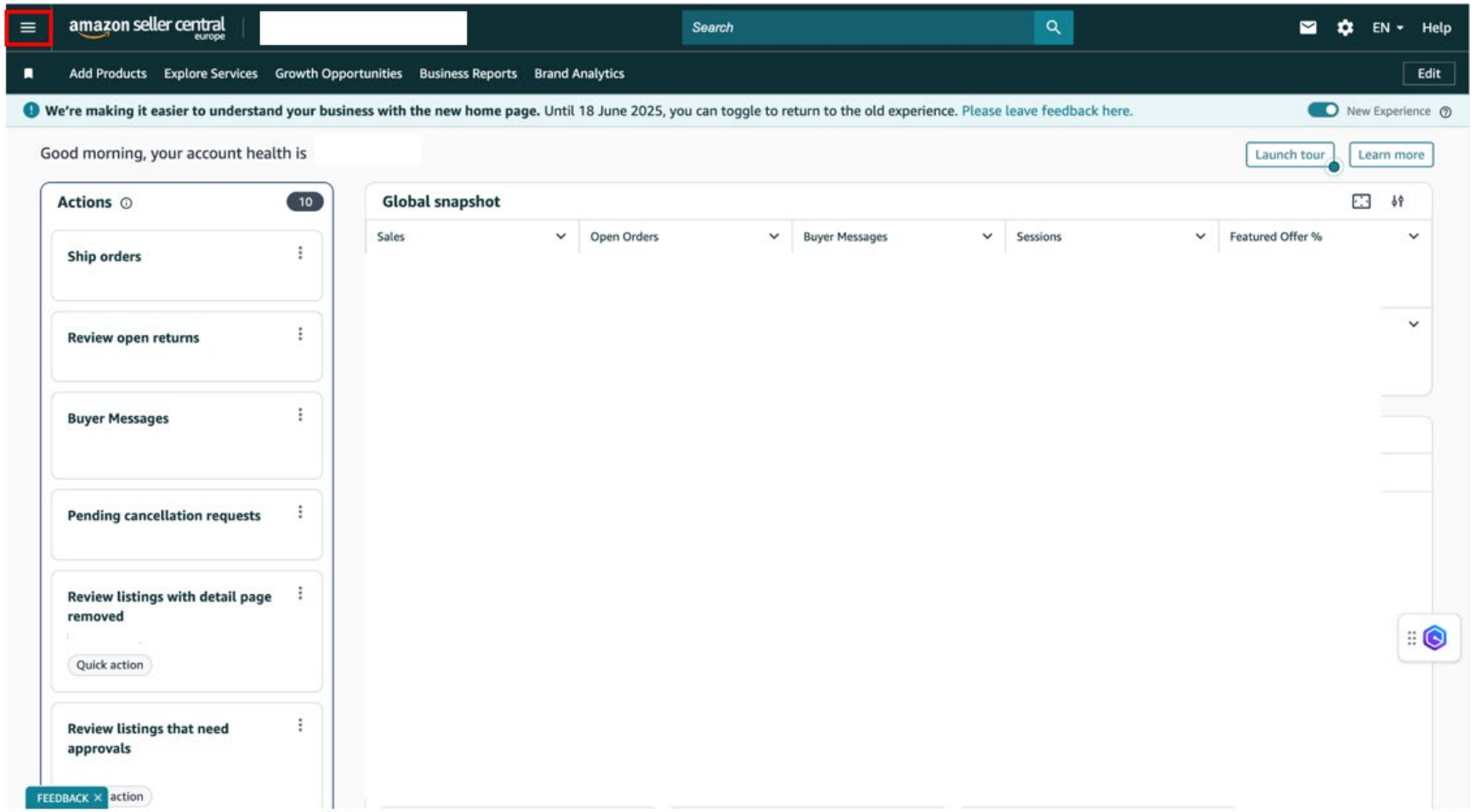
amazon

End User Data Access Report – Step 1 (Article 6(10))



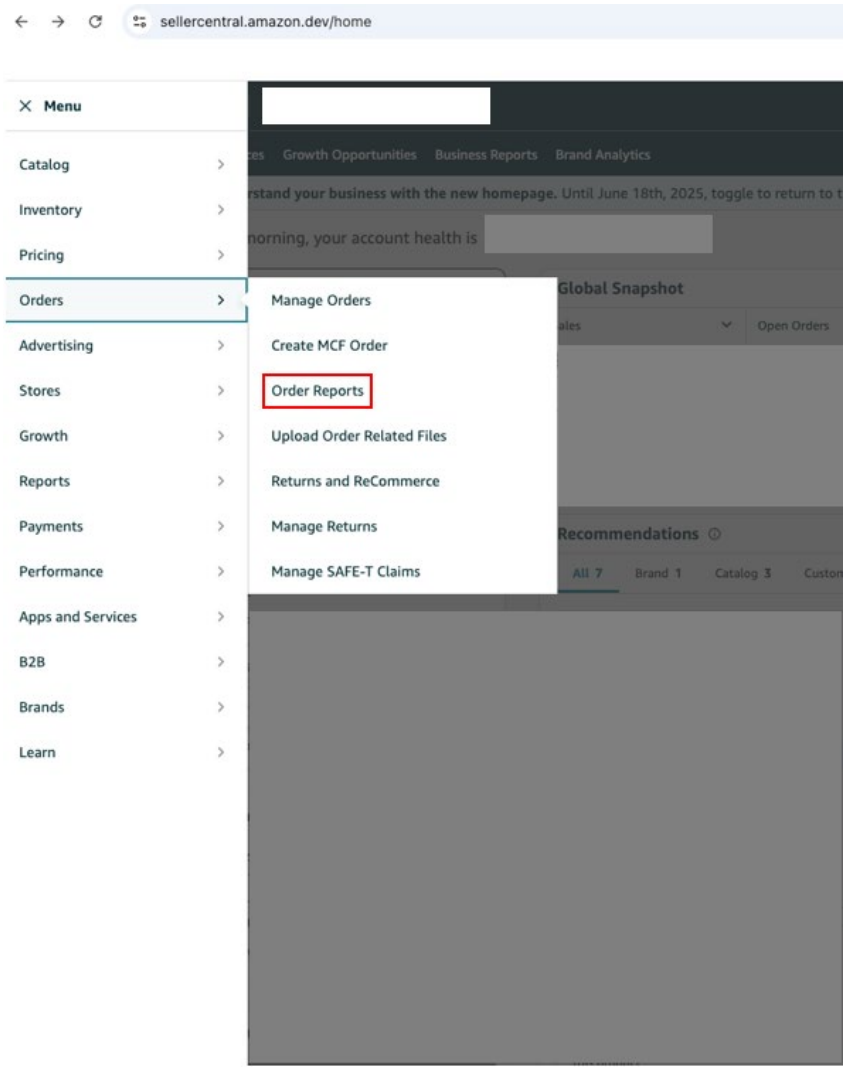
amazon

End User Data Access Report – Step 2 (Article 6(10))



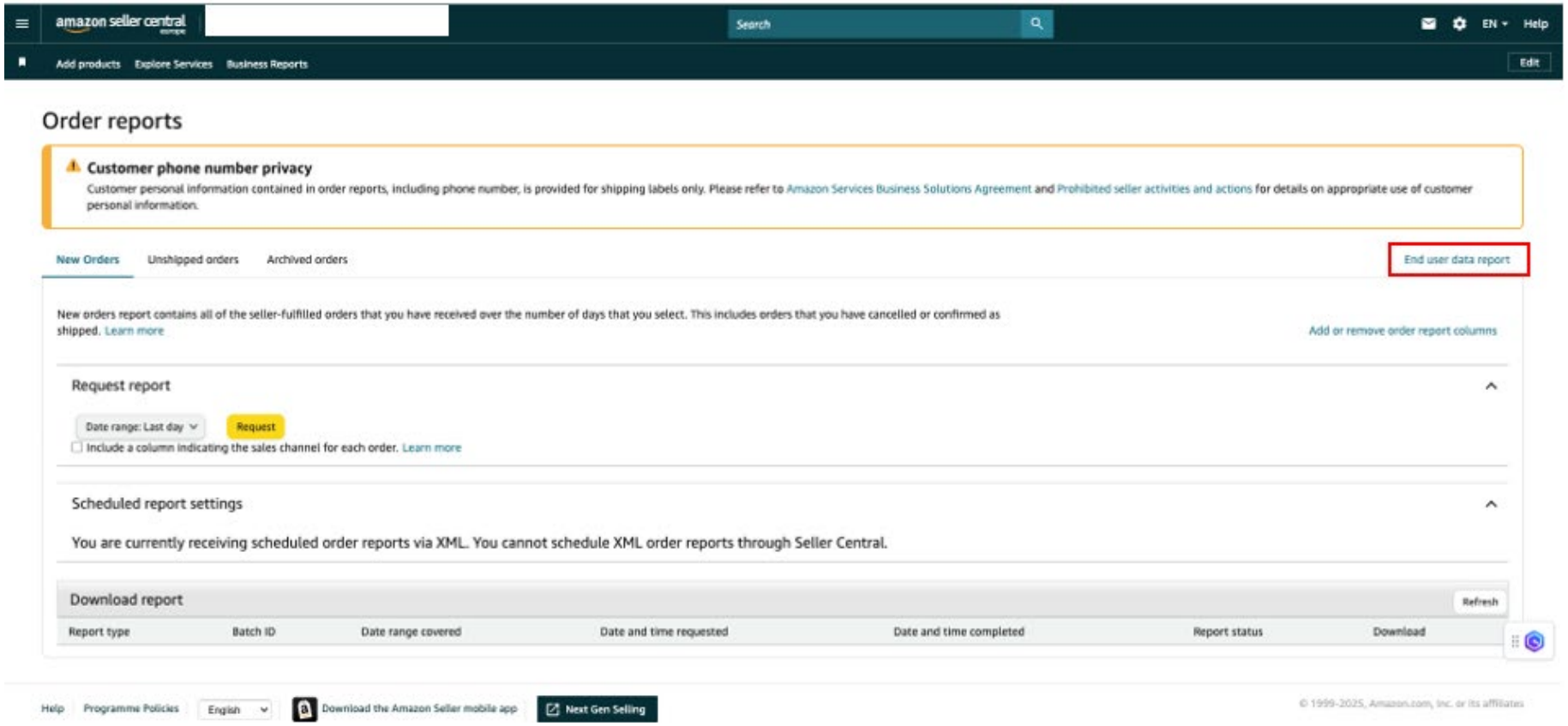
amazon

End User Data Access Report – Step 3 (Article 6(10))



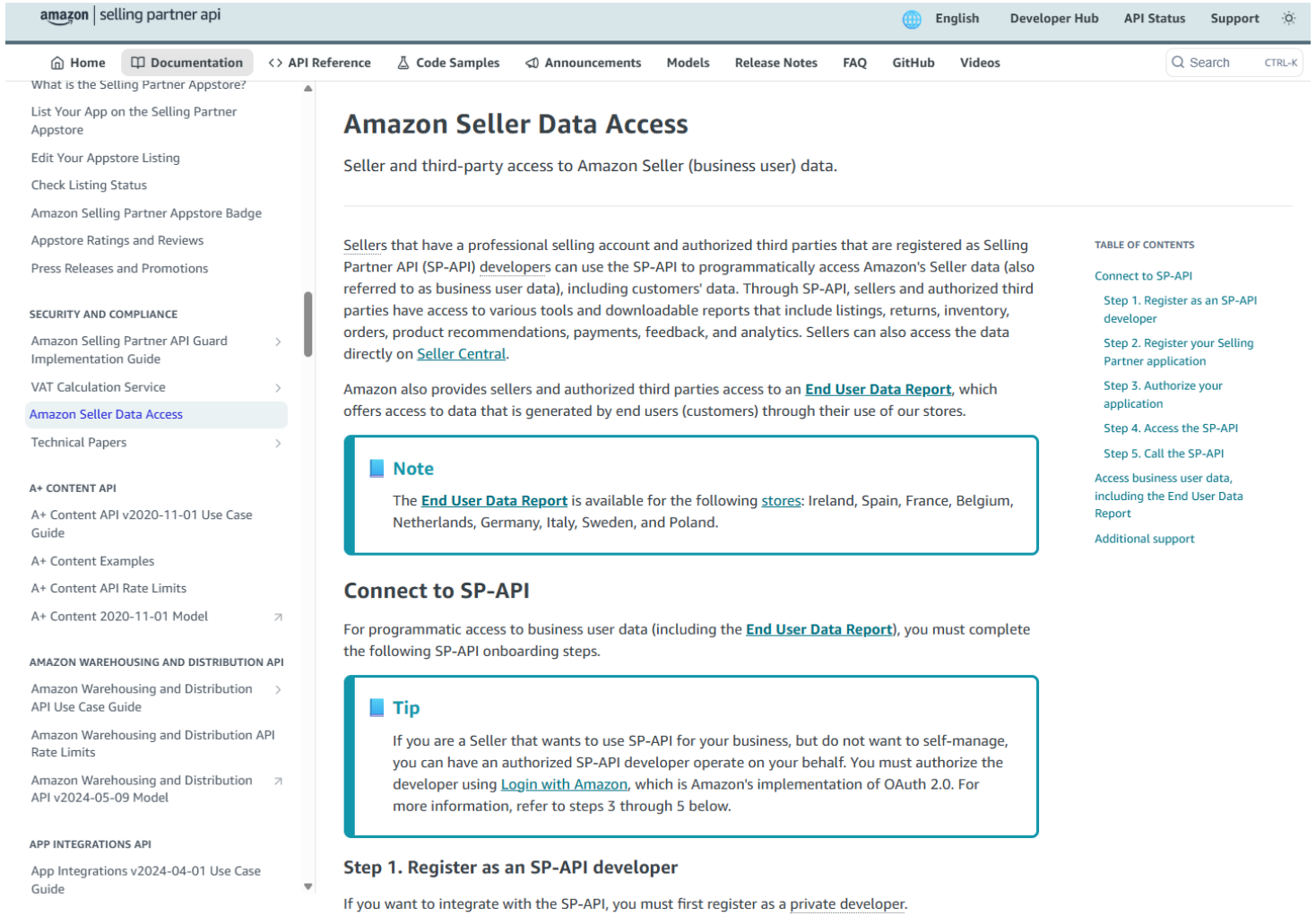
amazon

End User Data Access Report – Step 4 (Article 6(10))



amazon

Amazon Seller Data Access help page (Article 6(10))

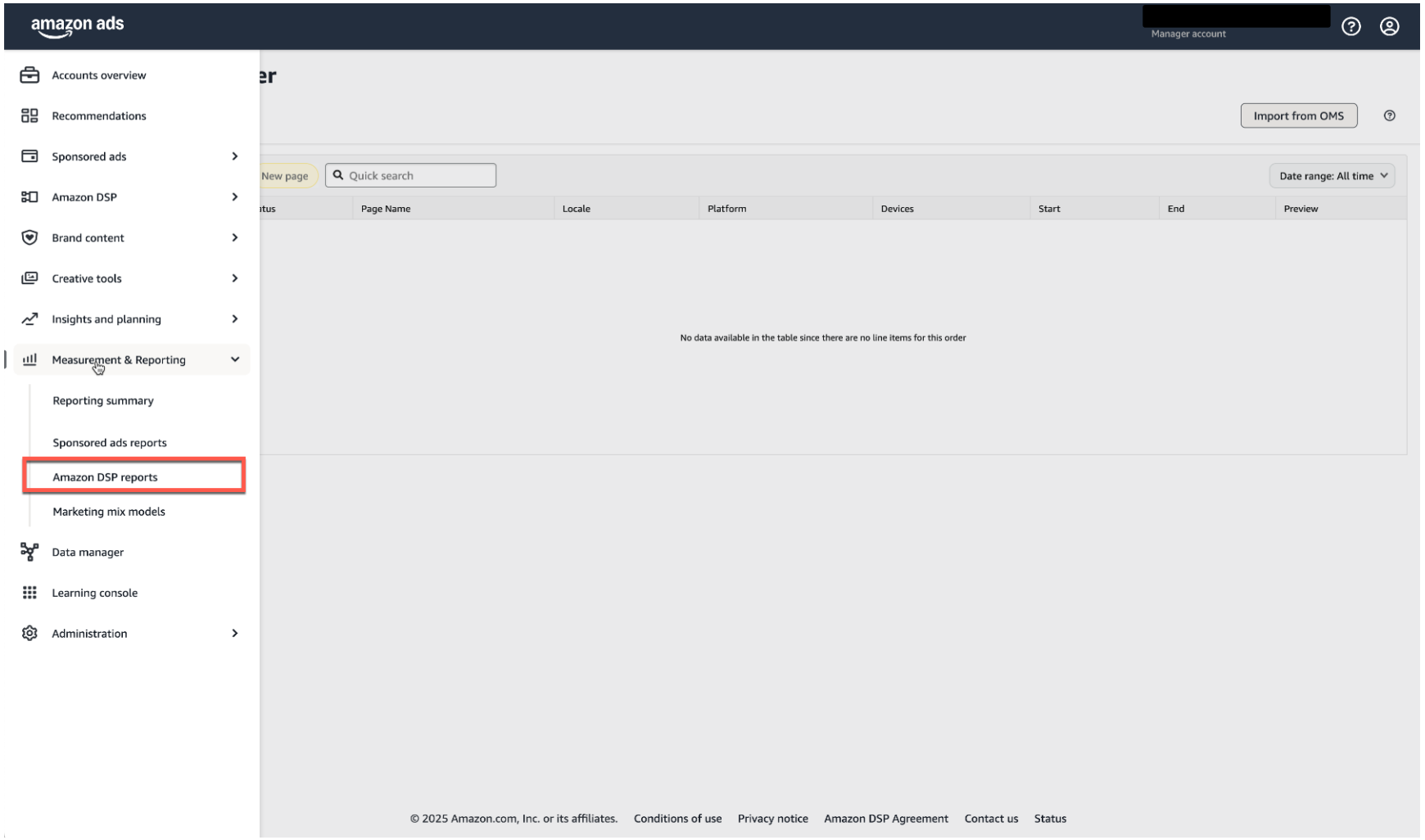


Advertising transparency

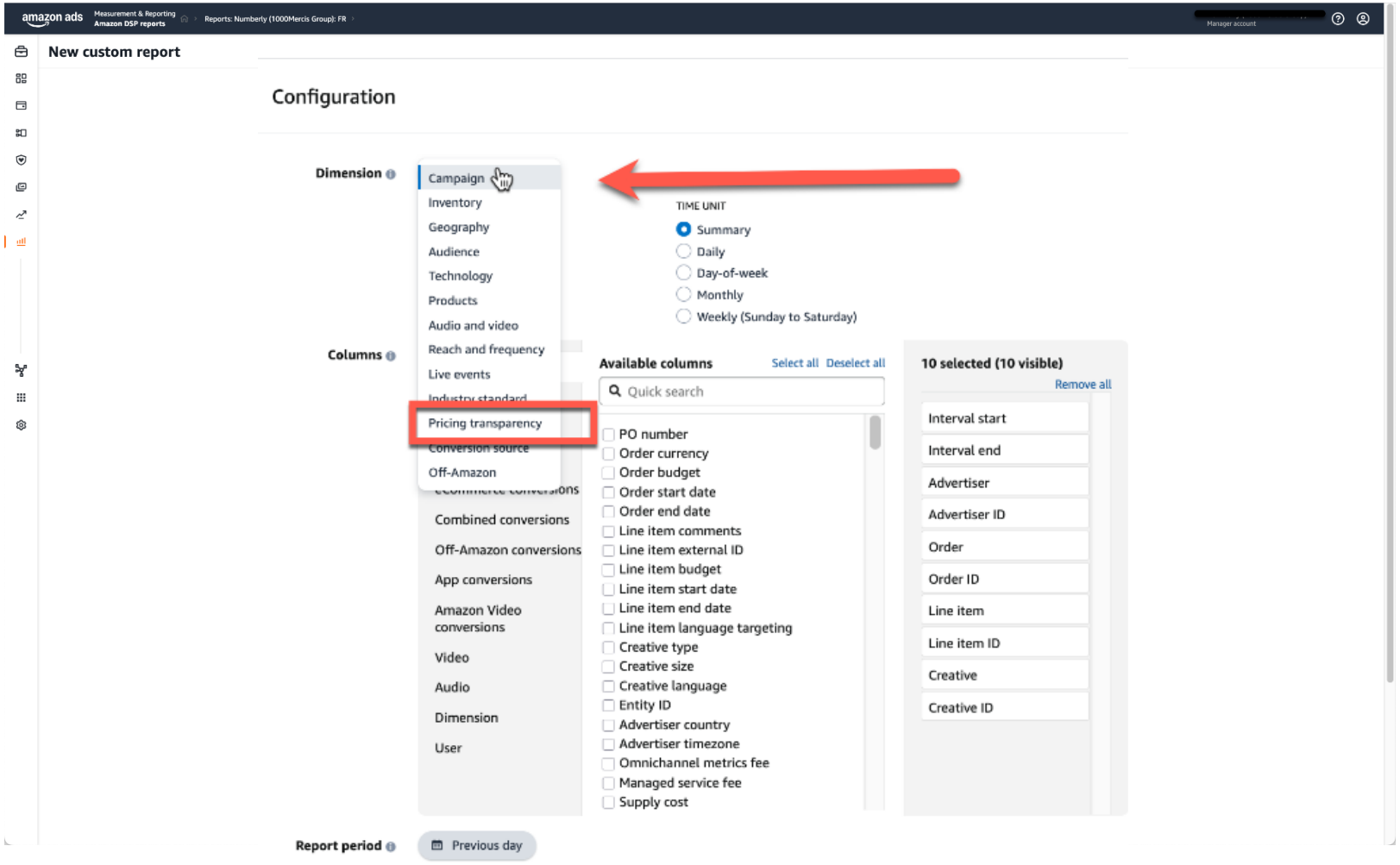
Articles 5(9), 5(10), 6(8)

amazon

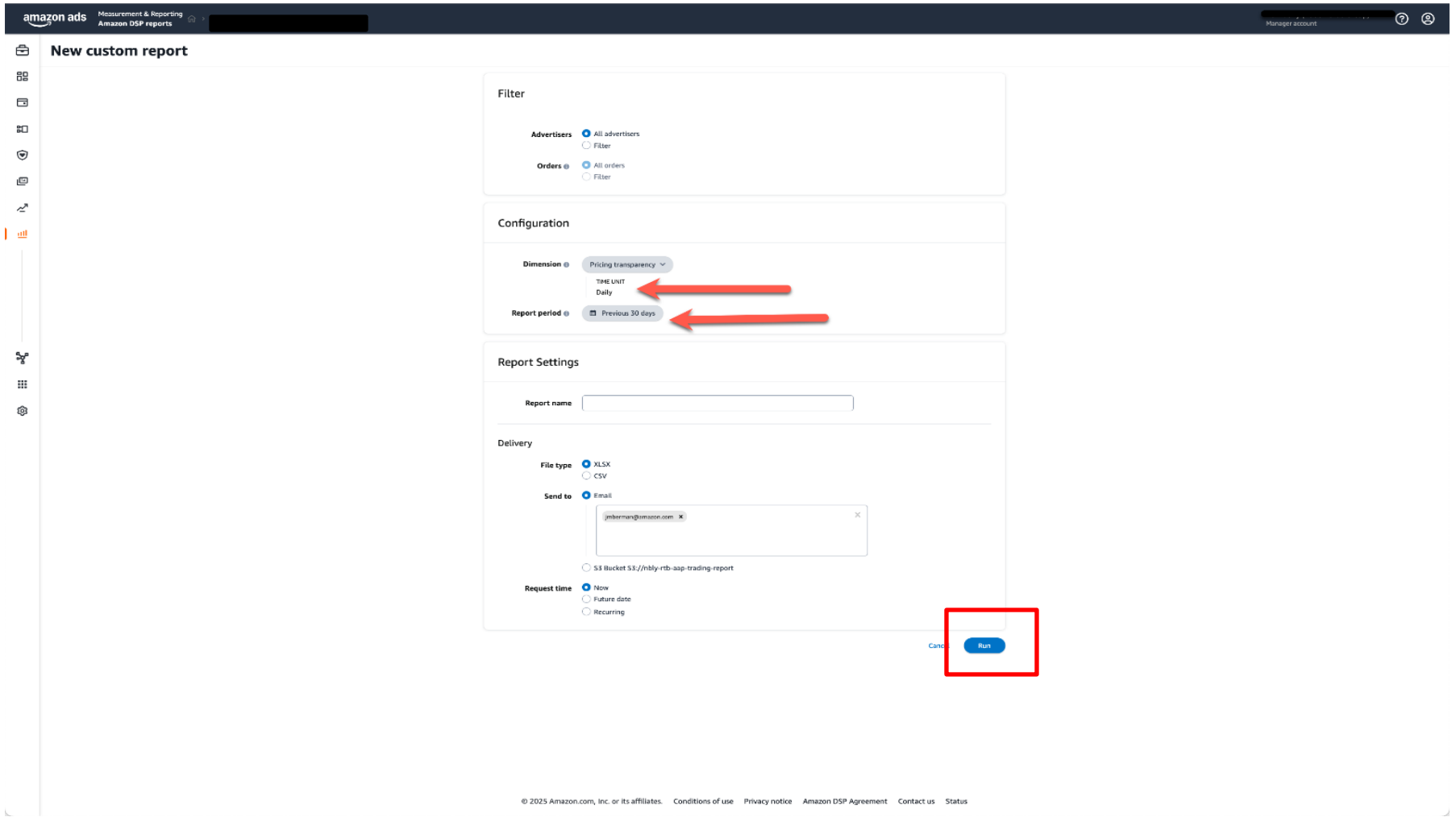
Accessing Pricing Transparency Report (Amazon DSP) – Step 1 (Article 5(9))



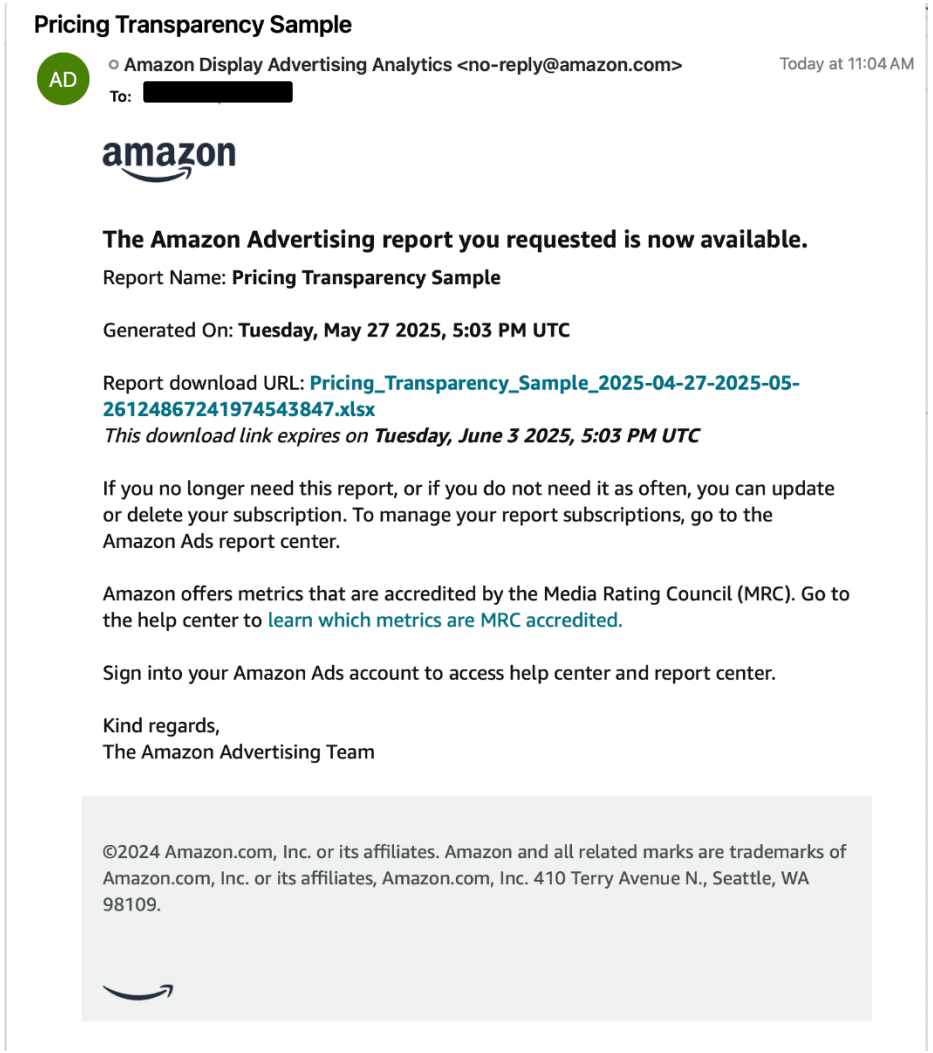
Accessing Pricing Transparency Report (Amazon DSP) – Step 2 (Article 5(9))



Accessing Pricing Transparency Report (Amazon DSP) – Step 3 (Article 5(9))



Accessing Pricing Transparency Report (Amazon DSP) – Step 4 (Article 5(9))



Pricing Transparency Sample

AD

Amazon Display Advertising Analytics <no-reply@amazon.com>

Today at 11:04 AM

To: [redacted]

amazon

The Amazon Advertising report you requested is now available.

Report Name: **Pricing Transparency Sample**

Generated On: **Tuesday, May 27 2025, 5:03 PM UTC**

Report download URL: **Pricing_Transparency_Sample_2025-04-27-2025-05-26124867241974543847.xlsx**
*This download link expires on **Tuesday, June 3 2025, 5:03 PM UTC***

If you no longer need this report, or if you do not need it as often, you can update or delete your subscription. To manage your report subscriptions, go to the Amazon Ads report center.

Amazon offers metrics that are accredited by the Media Rating Council (MRC). Go to the help center to learn which metrics are MRC accredited.

Sign into your Amazon Ads account to access help center and report center.

Kind regards,
The Amazon Advertising Team

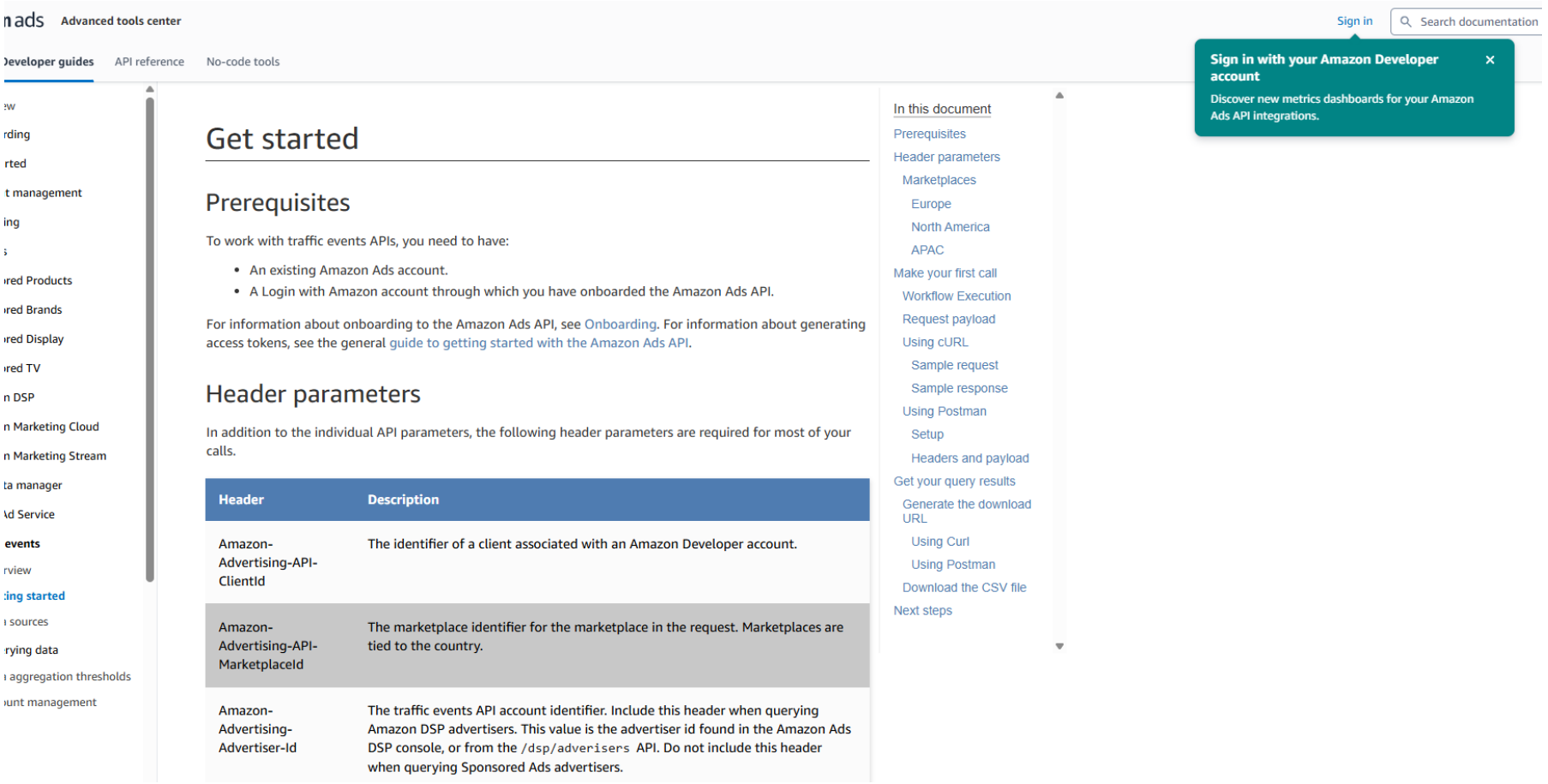
©2024 Amazon.com, Inc. or its affiliates. Amazon and all related marks are trademarks of Amazon.com, Inc. or its affiliates, Amazon.com, Inc. 410 Terry Avenue N., Seattle, WA 98109.

amazon

Pricing Transparency Report (Amazon DSP) example (Article 5(9))

Date	Publisher name	Currency	Publisher earnings	Supply-side fees	Demand-side fees	Total advertiser cost	Impressions	Click-throughs	Viewable impressions
2/26/2024		EUR							
2/27/2024		EUR							
2/28/2024		EUR							
2/28/2024		EUR							
2/28/2024		EUR							

Traffic Events API Report (Article 6(8))

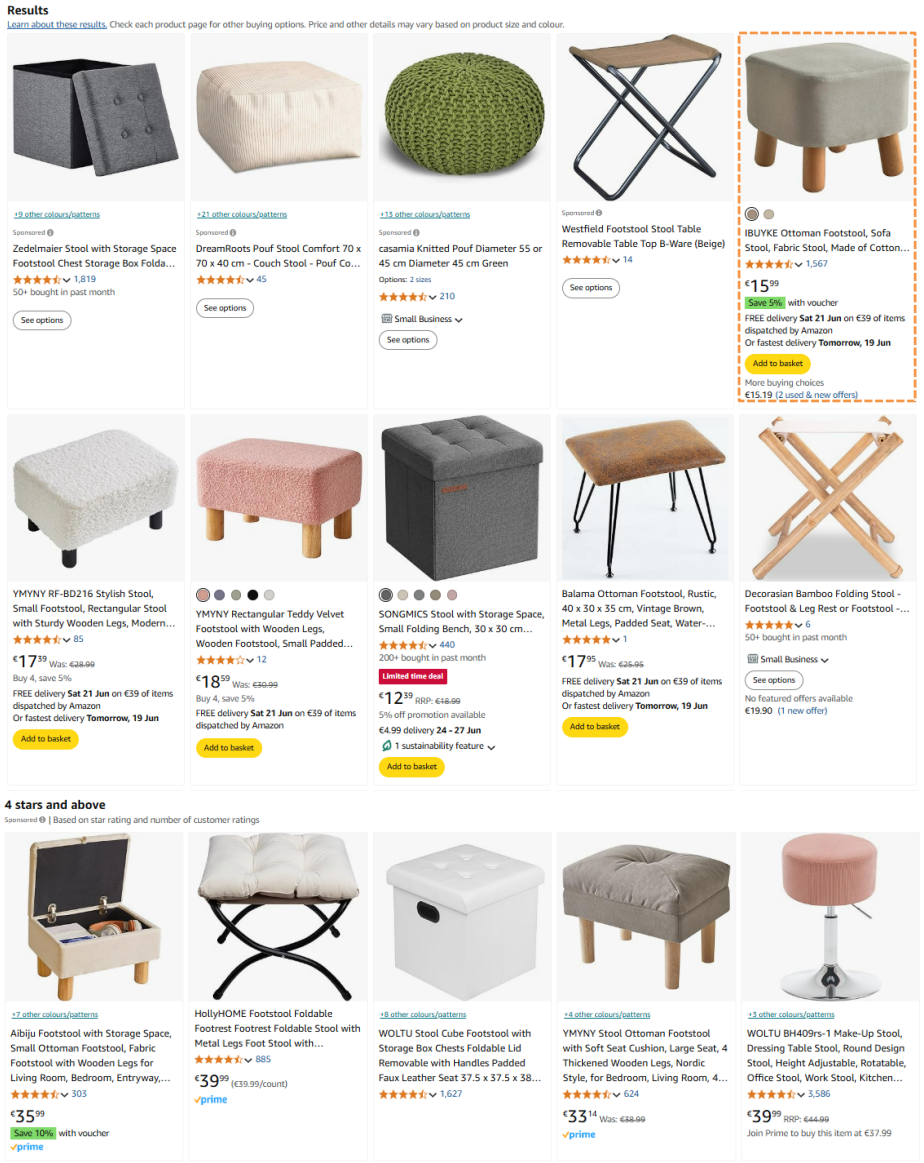


Amazon Store and Ranking Results

Article 6(5)

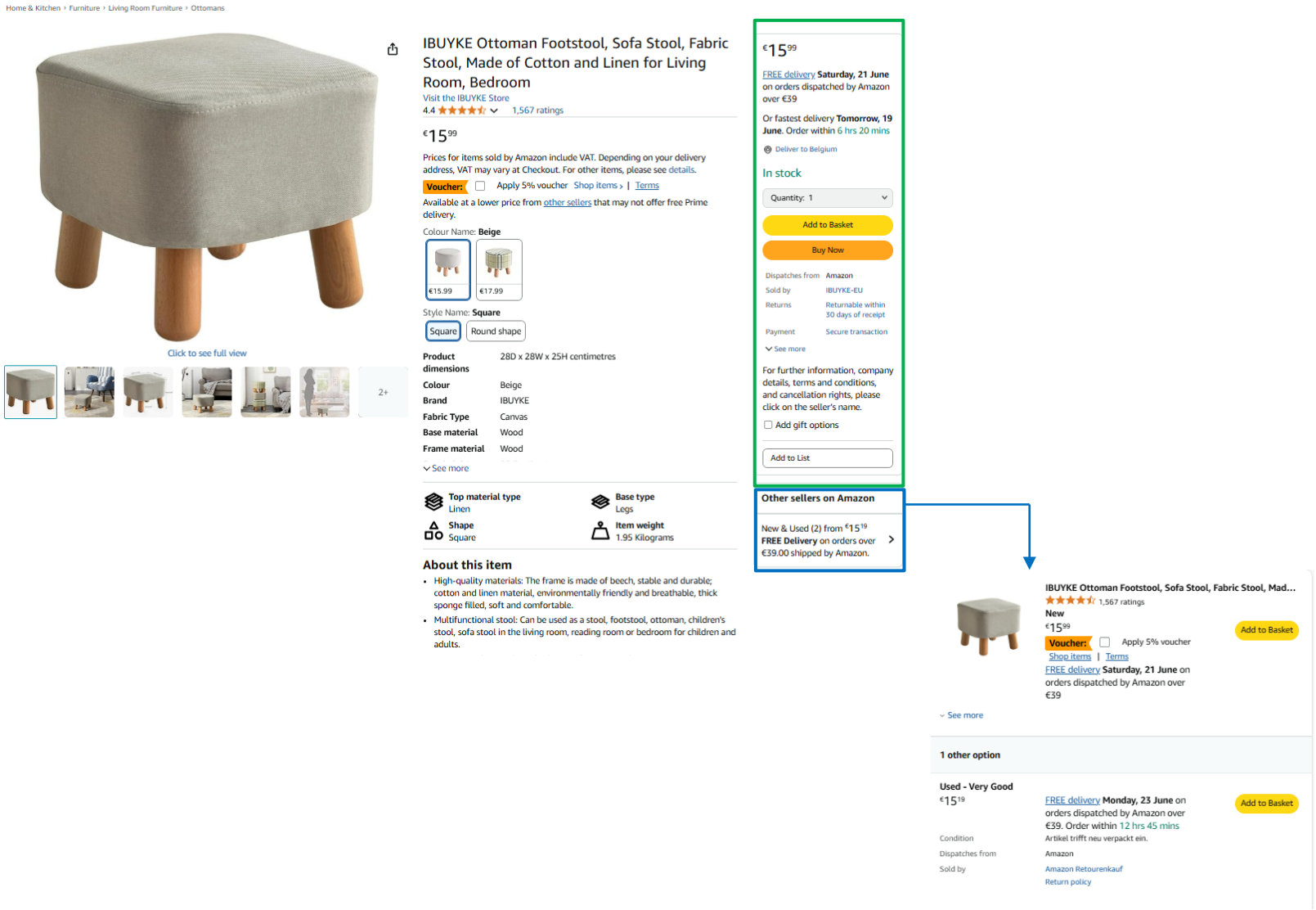
amazon

Product Search Results Page



amazon

Product Detail Page

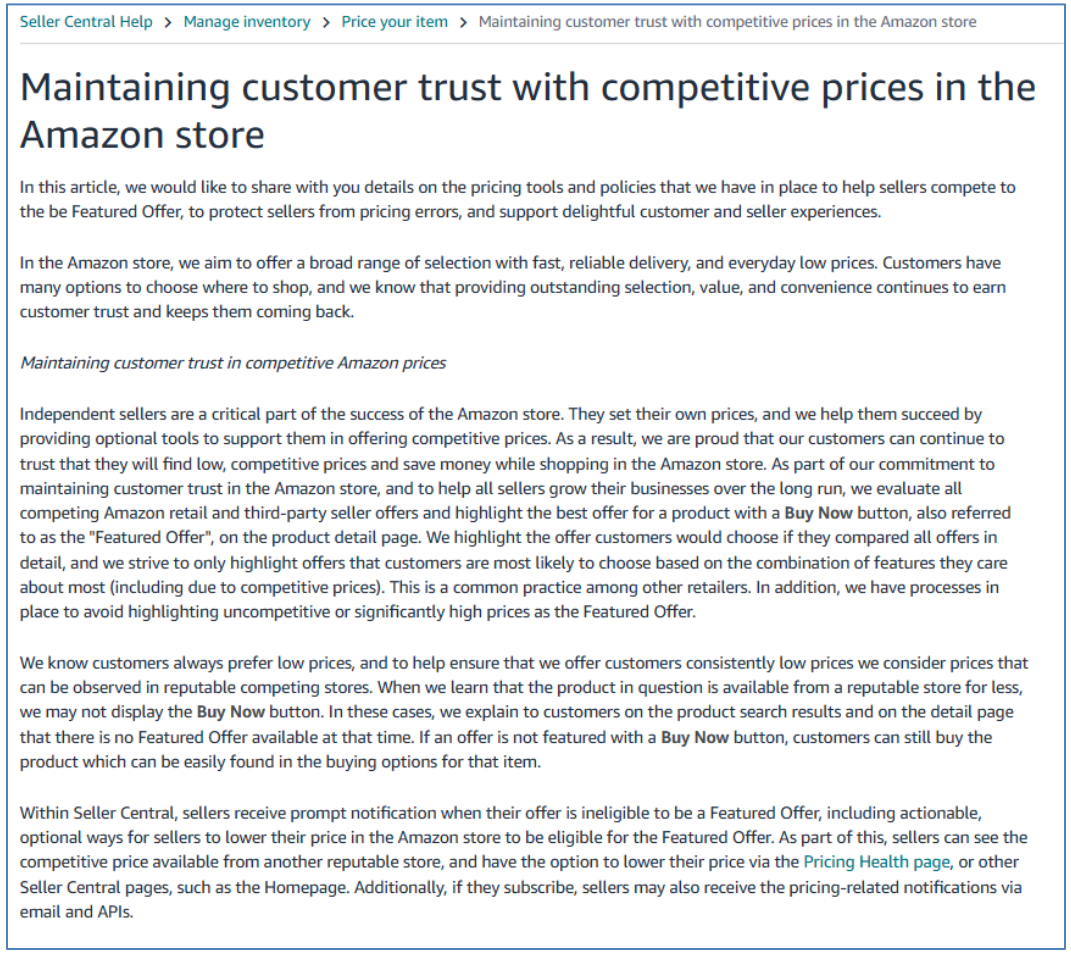


Pricing policies and mechanisms applied by Amazon Store

Article 5(3)

amazon

Amazon Seller Central help page



Seller Central Help > Manage inventory > Price your item > Maintaining customer trust with competitive prices in the Amazon store

Maintaining customer trust with competitive prices in the Amazon store

In this article, we would like to share with you details on the pricing tools and policies that we have in place to help sellers compete to the be Featured Offer, to protect sellers from pricing errors, and support delightful customer and seller experiences.

In the Amazon store, we aim to offer a broad range of selection with fast, reliable delivery, and everyday low prices. Customers have many options to choose where to shop, and we know that providing outstanding selection, value, and convenience continues to earn customer trust and keeps them coming back.

Maintaining customer trust in competitive Amazon prices

Independent sellers are a critical part of the success of the Amazon store. They set their own prices, and we help them succeed by providing optional tools to support them in offering competitive prices. As a result, we are proud that our customers can continue to trust that they will find low, competitive prices and save money while shopping in the Amazon store. As part of our commitment to maintaining customer trust in the Amazon store, and to help all sellers grow their businesses over the long run, we evaluate all competing Amazon retail and third-party seller offers and highlight the best offer for a product with a **Buy Now** button, also referred to as the "Featured Offer", on the product detail page. We highlight the offer customers would choose if they compared all offers in detail, and we strive to only highlight offers that customers are most likely to choose based on the combination of features they care about most (including due to competitive prices). This is a common practice among other retailers. In addition, we have processes in place to avoid highlighting uncompetitive or significantly high prices as the Featured Offer.

We know customers always prefer low prices, and to help ensure that we offer customers consistently low prices we consider prices that can be observed in reputable competing stores. When we learn that the product in question is available from a reputable store for less, we may not display the **Buy Now** button. In these cases, we explain to customers on the product search results and on the detail page that there is no Featured Offer available at that time. If an offer is not featured with a **Buy Now** button, customers can still buy the product which can be easily found in the buying options for that item.

Within Seller Central, sellers receive prompt notification when their offer is ineligible to be a Featured Offer, including actionable, optional ways for sellers to lower their price in the Amazon store to be eligible for the Featured Offer. As part of this, sellers can see the competitive price available from another reputable store, and have the option to lower their price via the Pricing Health page, or other Seller Central pages, such as the Homepage. Additionally, if they subscribe, sellers may also receive the pricing-related notifications via email and APIs.

amazon

Amazon Seller Central help page

Protecting customers from significantly high prices and helping to protect sellers' reputation

In addition to offering customers low, competitive prices every day, Amazon works hard to protect customers from significantly high prices for a product during their shopping experience. These rules also help to maintain customer trust in sellers' prices and the reputation of the seller community. When recent prices in our store or at other reputable retailers indicate to us that a current offer is priced significantly higher than the typical price for that item, we also choose not to highlight that offer with a **Buy Now** button. In this case, sellers are notified when their offers are ineligible to be a Featured Offer due to a significantly high price within Seller Central's Pricing Health page. When available, we provide one or more objective reference prices for sellers to consider when choosing if they will lower their price in the Amazon store.

We calculate a product's recent "typical" price in our store based on a variety of inputs, including a product's Amazon sales history, the item's Recommended Retail Price, available reference price information, and offers for the same or similar products at other reputable retailers. Again, when a live offer is not featured with a **Buy Now** button, customers can still buy the product by clicking to see the buying options for that item.

We also take steps to protect both customers and our selling partners from prices that may harm either (or both) parties. This includes prices that are egregiously high (such as the case of price gouging) or erroneously low (such as the case where there may be a mistake that may negatively impact the seller), or when prices are outside of defined minimum and maximum prices that sellers may independently choose to set. When we identify a seller's price outside their self-defined minimum or maximum, we will remove that offer from the store. Customers will not be able to see or shop the offer during this time. We also continually evaluate offers for what could be considered price gouging under local regulations. While local laws vary, we may remove an offer from the store when we see an offer that is egregiously higher than the typical price for that item. In these cases, sellers receive a notification within Seller Central on the Pricing Health page, as well as on Manage All Inventory and via email, along with any objective reference price information we have available to share to help sellers choose whether and to what extent to lower their price in the Amazon store to restore their listing.

Contact us and learn more

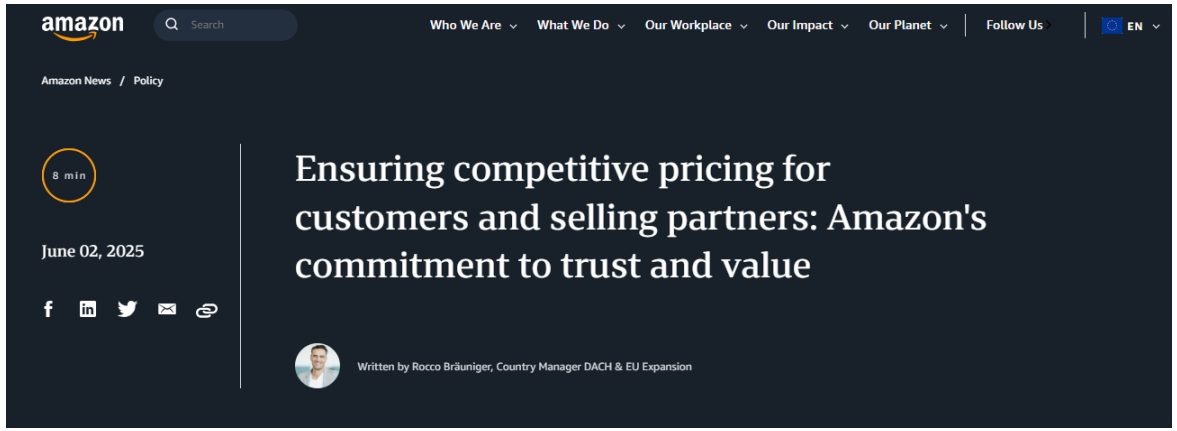
If you have questions or think we have evaluated your offer in error, you can contact us anytime by contacting Selling Partner Support.

For more information, refer to the following resources:

- Featured Offer
- Become the Featured Offer
- Featured Offer eligibility
- Pricing Health
- Marketplace Fair Pricing Policy

amazon

Amazon blog post on pricing



8 min

Reading:

Ensuring competitive pricing for customers and selling partners: Amazon's commitment to trust and value

STORIES WE THINK YOU'LL LIKE

Built, operated, controlled, and secured in Europe: AWS unveils new sovereign controls and governance structure for

Amazon strives to ensure low prices, fast and free shipping, and vast product selection, which is a key reason why customers continue to return to our store for their shopping needs. Independent sellers who share our customer-centric approach build successful businesses on Amazon, and we celebrate their success.

At the heart of our store: Good prices for everyone

Shopping should be simple: customers want to find what they need at a fair price. That's why Amazon has built its store around helping customers discover competitive offers from Amazon and a growing community of selling partners, including 47,500 German sellers.

Independent selling partners are a critical part of the success of the Amazon store. While they set their own prices, Amazon helps customers

Q&A on the presentation and open discussion

Rules of engagement

- Always state your **name and organisation** (in room and via slido)
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via:
https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223
Password: 6190708

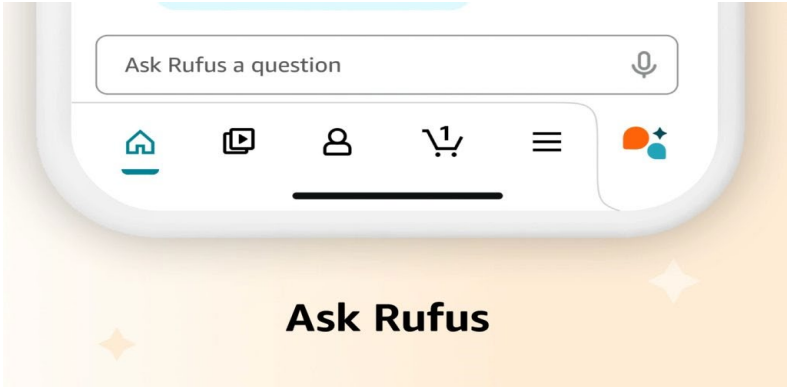
European Commission

Coffee break

Presentation by Amazon on the main developments

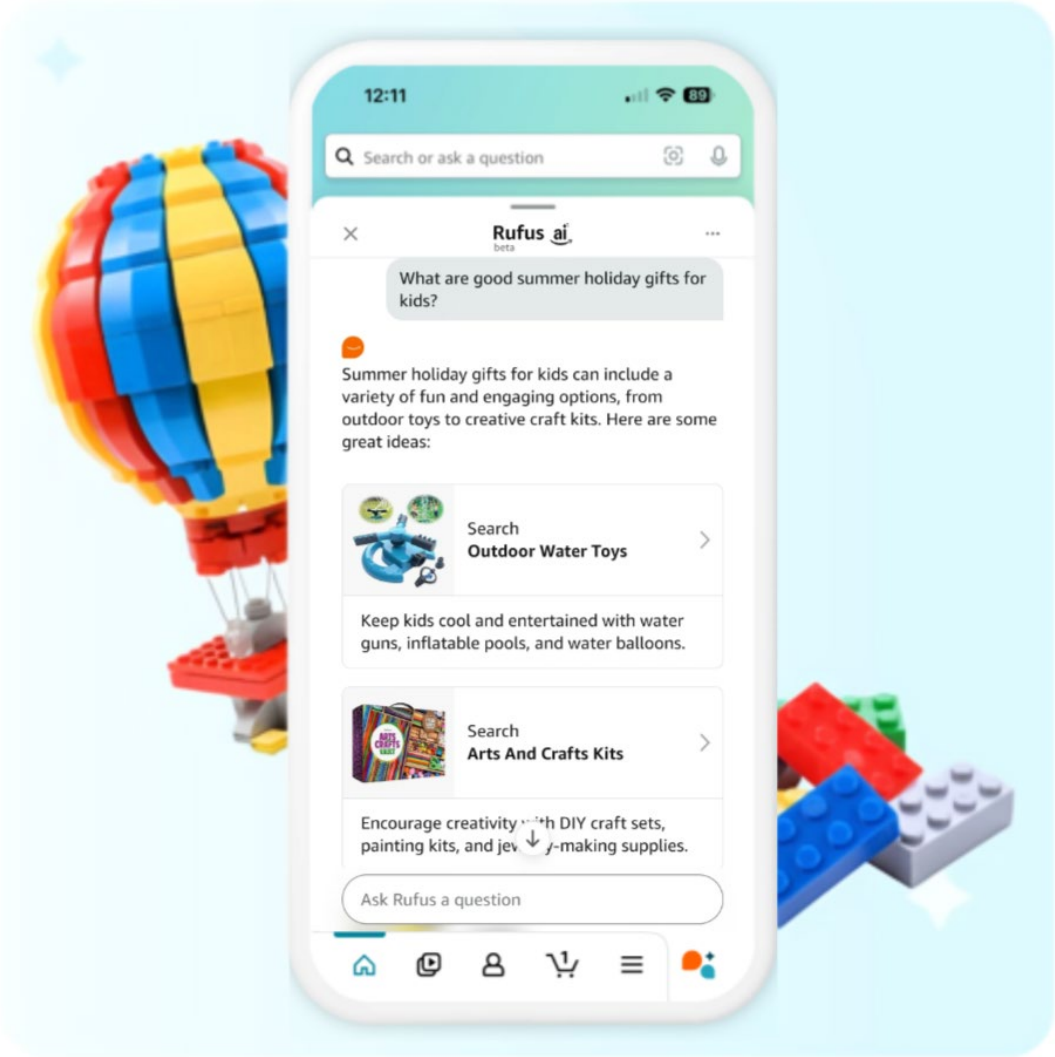
Integration of AI solutions and roll out

Rufus: AI-powered shopping assistant



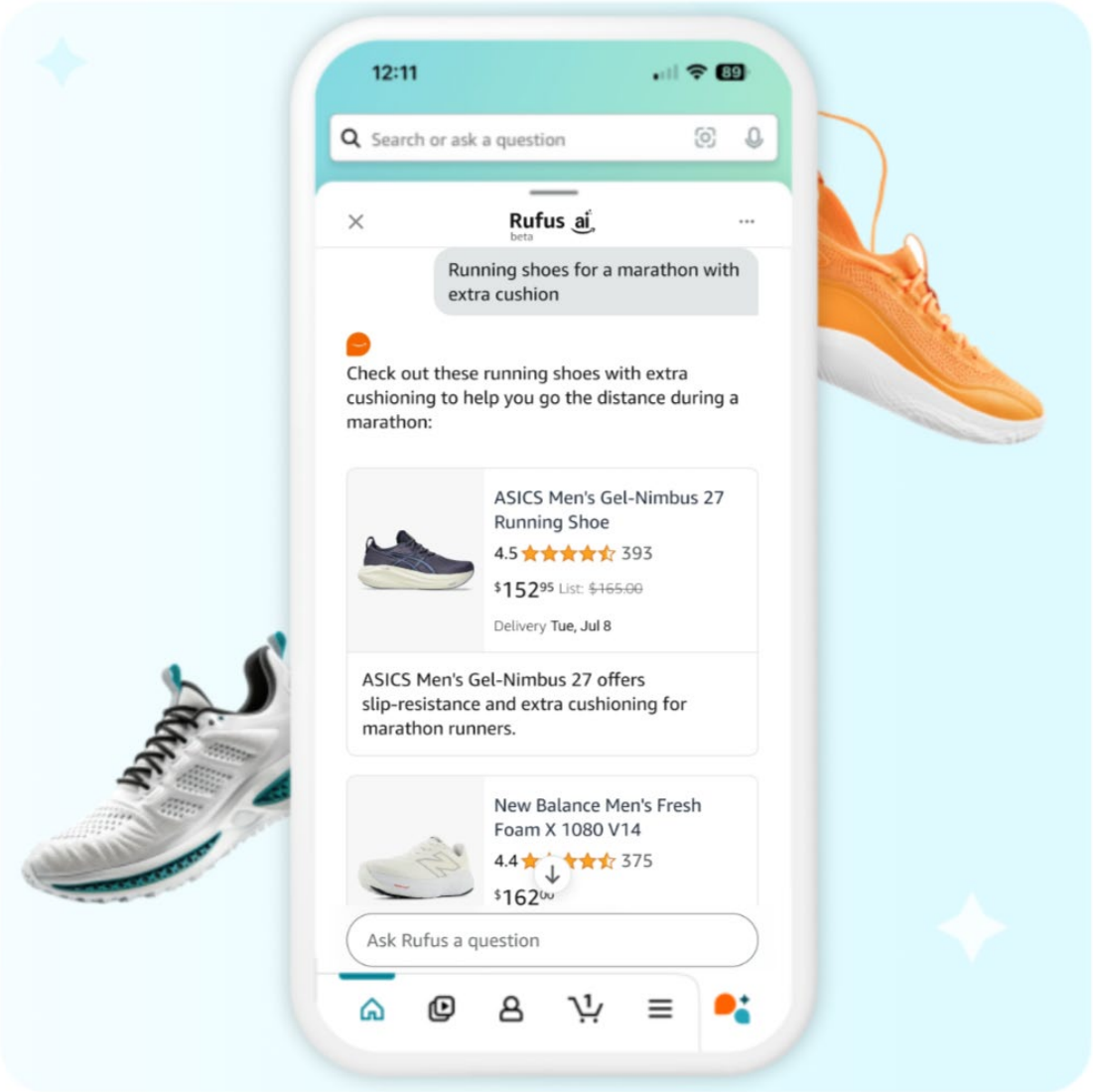
amazon

Rufus: Answering general questions



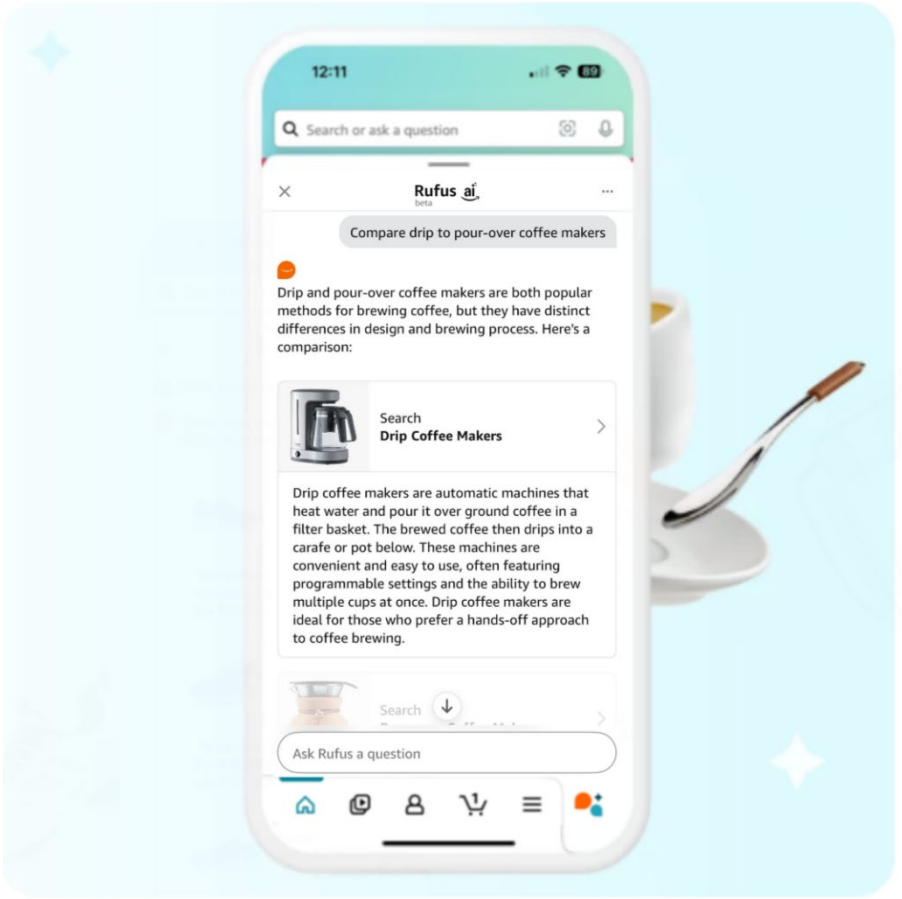
amazon

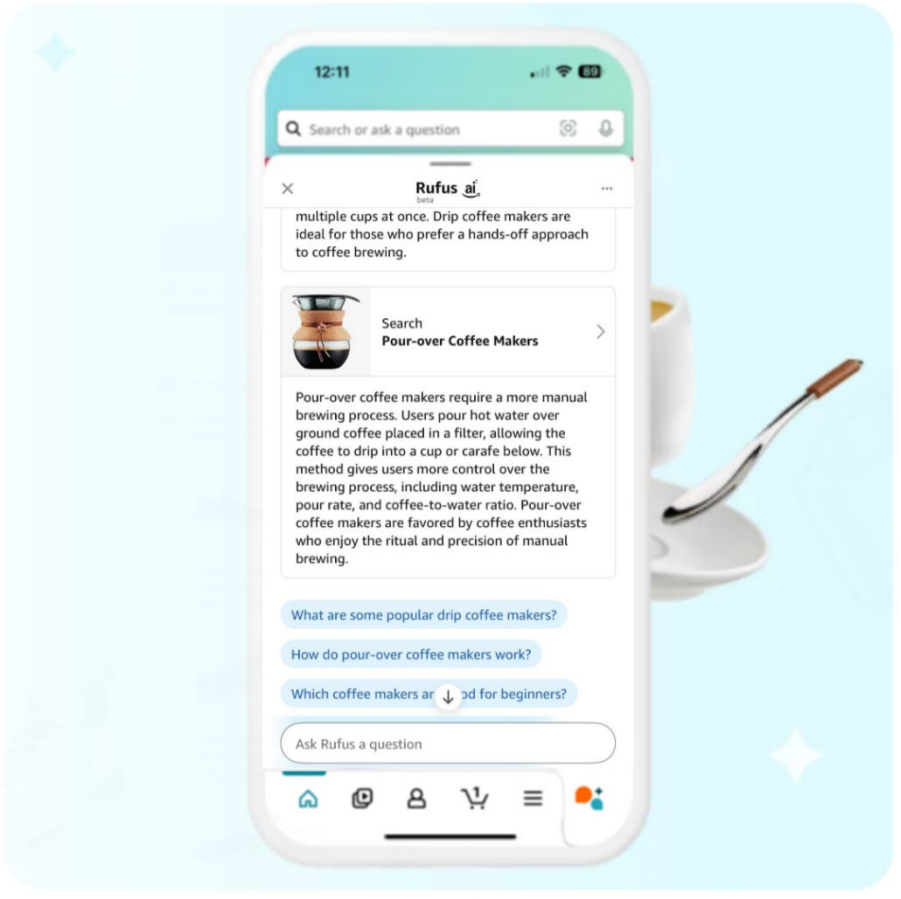
Rufus: Getting product recommendations



amazon

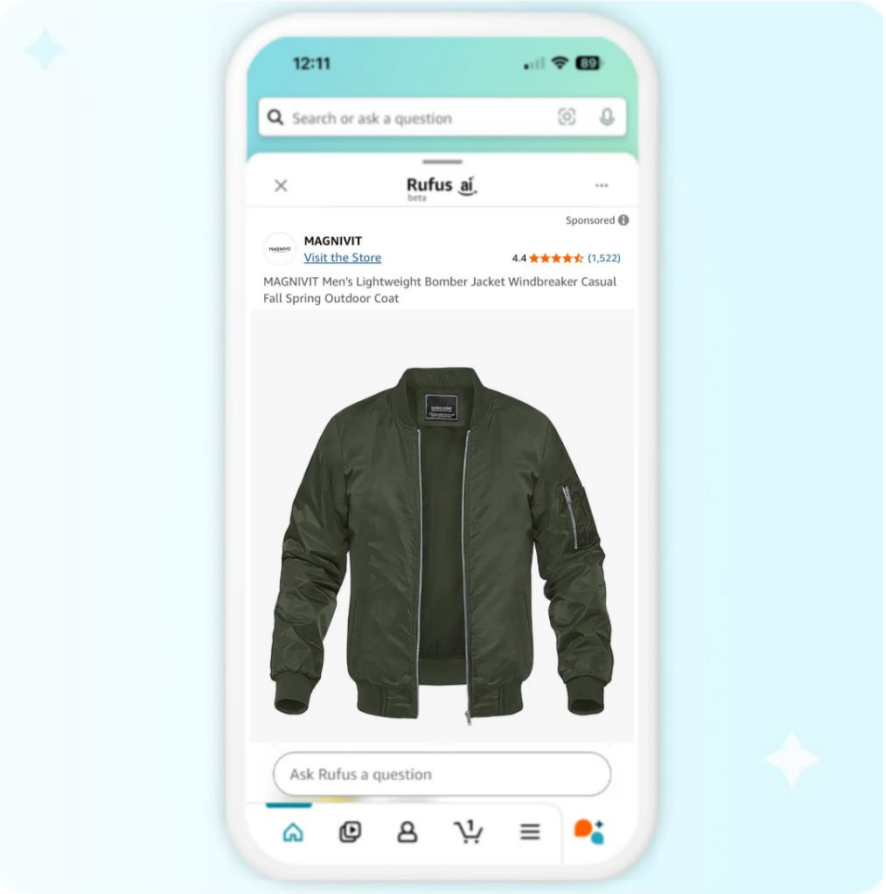
Rufus: Comparing options

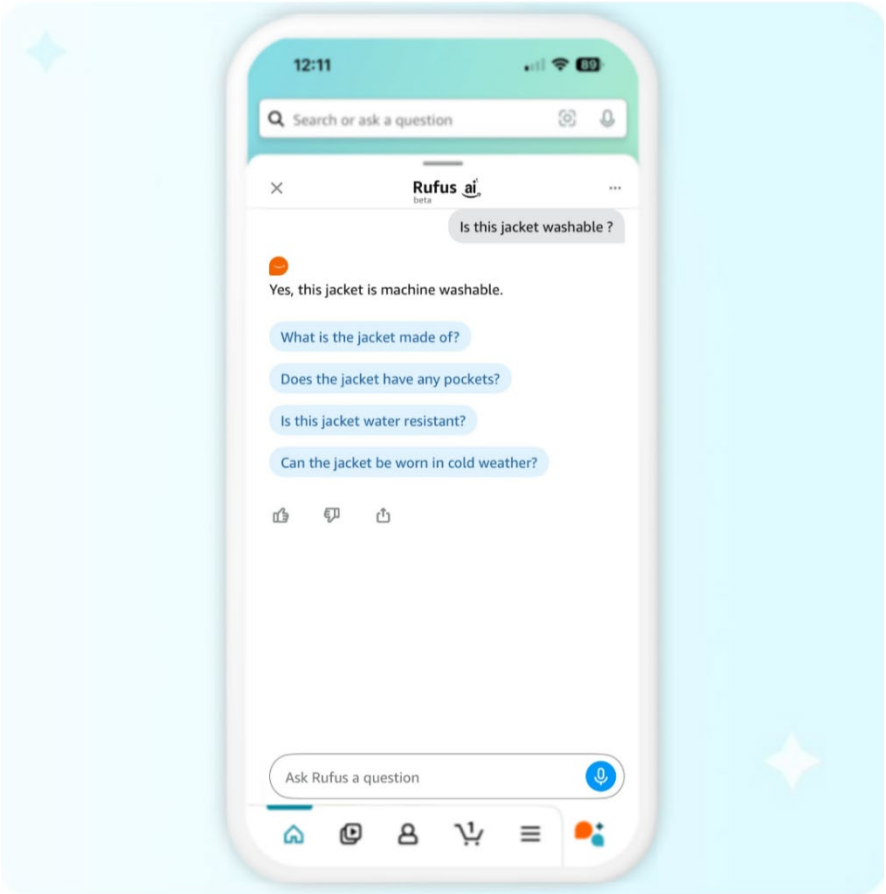




amazon

Rufus: Answering questions about specific products





amazon

Rules of engagement

- Always state your **name and organisation** (in room and via slido)
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via:
https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223
Password: 6190708

European Commission

Any question?

Rules of engagement

- Always state your **name and organisation** (in room and via slido)
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via:
https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223
Password: 6190708

European Commission

Q&A on other topics and conclusion

Rules of engagement

- Always state your **name and organisation** (in room and via slido)
- Questions and comments should be
  - **clear and short = 2 min max,**
  - **relevant and on-topic of the specific DMA obligation,**
  - **constructive.**
- **One question or comment** per intervention

slido

Online questions and comments via:
https://app.sli.do/event/nzgN3zeU4Hk4BUcGYLL223
Password: 6190708

European Commission

Thank you