EN
E-003061/2026
Answer given by Executive Vice-President Ribera
on behalf of the European Commission
(24.9.2026)

The Commission is closely monitoring the platform economy under the Digital Markets Act (DMA)[1], including the rapid development of AI services and assistants. It is actively gathering information from market participants on the types of AI services available, how they function, and their role for business and end users in the EU. On the basis of this fact-finding, the Commission will decide on further steps.

At the same time, ensuring contestability and fairness for AI service providers is a key DMA enforcement priority. In July 2026, the Commission concluded two proceedings[2] providing measures to improve access to Google Search data for third-party search services, including AI-enabled services, and requiring interoperability on Android so that alternative AI assistants can be easily invoked and access relevant device functionalities on equal terms with Google's own services.

Information received under Article 14 DMA confirms gatekeepers' strong interest in AI markets, reflected in most of their acquisitions in 2025. The Commission shares this information with Member States to support national merger review or possible referrals. The Commission will continue applying the DMA as well as competition law in a complementary way, where relevant and opportune.

[1] Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act) https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng.

[2] https://digital-markets-act.ec.europa.eu/commission-provides-guidance-google-ai-interoperability-android-and-sharing-google-search-data-under-2026-07-16_en.