



**ADVOCACY WORKING GROUP**  
**MARKET STUDIES PROJECT**

**MARKET STUDIES INFORMATION STORE**

**JURISDICTION:**

**Denmark – Danish Competition and Consumer Authority**

**UPDATED: JANUARY 2010**

**Information Store**

**Denmark – Danish Competition and Consumer Authority**

<b>Sector:</b>	Information Markets And Intellectual Property Rights										
<b>Market:</b>	The market for office software, i.e. word processing, spreadsheets, presentations etc.										
<b>End Date:</b>	August 2009										
<b>Duration:</b>	Approximately 2 years										
<b>Source of idea for study:</b>	The Danish Competition Authority was requested by the Danish government to conduct the study.										
<b>Outcome (tick relevant columns):</b>	Competition Enforcement	Consumer Enforcement	Consumer Education	Business Education	Voluntary Business Compliance	Voluntary Business Action	Recommendations to Government for Changes in the Law	Recommendations to Government to Change Market Structure	Recommendations for Changes to Government Policy	Referral to Third Parties	No Problems Found
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reason for study (what were the problems)?</b>	The purpose of the study was to identify possible pro- and anti-competitive effects on the market for office software given the mandatory implementation of one or two open standards for document formats in the Danish public sector. The particular standards considered were ODF and OOXML.										
<b>No link to report</b>											

### Information Store

<b>Sector:</b>	<b>Car Retailing And Repairs</b>											
<b>Market:</b>	<b>Motor vehicles repair and maintenance services</b>	<b>Range of Possible Outcomes</b>										
<b>End Date:</b>	16 June 2009	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Duration:</b>	9 and a half months											
<b>Source of idea for study:</b>	<ul style="list-style-type: none"> <li>• Complaints</li> <li>• Hope to identify agreements/abuse that could lead to competition cases</li> </ul>											
<b>Outcome (tick relevant columns):</b>												
<b>Reason for study (what were the problems)?</b>	<ul style="list-style-type: none"> <li>• Competition concerns for the repair market.</li> <li>• Brand specific markets for authorised networks of repairers – have high markets shares.</li> <li>• Consumer habits were not promoting competition in this market.</li> </ul>											
<b>No link to report</b>												

<sup>1</sup> Our study showed that independent repairers are able to offer low prices on some repair and maintenance services compared to authorised repairers. This resulted in a lot of attention in the press and got good press coverage. The press coverage could hopefully help consumer awareness that they have a choice of lower prices for some repair and maintenance services.

<sup>2</sup> One chain of authorised repairers have afterwards publicly announced a new business model whereby they will offer lower prices on some of their services.

### Information Store

<b>Sector:</b>	<b>Competition Policy</b>											
<b>Market:</b>	<b>All sectors</b>	<b>Range of Possible Outcomes</b>										
<b>End Date:</b>	April 2009	<b>Competition Enforcement</b>	<b>Consumer Enforcement</b>	<b>Consumer Education</b>	<b>Business Education</b>	<b>Voluntary Business Compliance</b>	<b>Voluntary Business Action</b>	<b>Recommendations to Government for Changes in the Law</b>	<b>Recommendations to Government to Change Market Structure</b>	<b>Recommendations for Changes to Government Policy</b>	<b>Referral to Third Parties</b>	<b>No Problems Found</b>
<b>Duration:</b>	3 months											
<b>Source of idea for study:</b>	To raise awareness of and explain the positive effect of competition for growth and prosperity.											
<b>Outcome (tick relevant columns):</b>		√	☐	√	√	☐	☐	☐	☐	☐	☐	☐
<b>Reason for study (what were the problems)?</b>	To elucidate which parts of the food supply chain that have contributed to the higher consumer prices in the period August 2007 – March 2009.											
<b>No link to report</b>	The study was carried out as part of the DCA's advocacy work. The DCA found, that there was a need to be explicit about the positive effects of competition and to communicate the message to policy makers, the greater public, etc. Furthermore there was a need to explain the mechanism behind the positive effects of competition - that is an efficient use of the resources in society, gains from entry and exit and more innovation and R&D. The arguments in the report were based on both empirical and theoretical evidence.											

### Information Store

<b>Sector:</b>	<b>Government In Markets</b>												
<b>Market:</b>	<b>The Danish Municipalities</b>	<b>Range of Possible Outcomes</b>											
<b>End Date:</b>	November 2008	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Duration:</b>	22 months												
<b>Source of idea for study:</b>	The Danish Competition Authority												
<b>Outcome (tick relevant columns):</b>													
<b>Reason for study (what were the problems)?</b>	<p>To point out the need for competition in the Municipalities, focusing on a report that shows the potentials of and barriers to competitive tendering. The report also contains 16 selected cases as examples of successful competitive tendering.</p> <p>The aim of the report is to stimulate competitive tendering in the Danish municipalities.</p>												
<b>Link to report:</b>													

<b>Sector:</b>	<b>Groceries (Food And Drink)</b>												
<b>Market:</b>	<b>The food supply chain for bread, milk and butter</b>	<b>Range of Possible Outcomes</b>											
<b>End Date:</b>	October 2008	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Duration:</b>	7 months												
<b>Source of idea for study:</b>	Internal competition concerns caused by the fact that the overall increase in food prices in Denmark was higher than in our neighbouring countries												
<b>Outcome (tick relevant columns):</b>													
<b>Reason for study (what were the problems)?</b>	<p>To elucidate to which degree the international increase in prices could explain the rising prices that consumers have experienced, and to what degree the food supply industry chain increased its prices above this level.</p>												
<b>No link to report:</b>													

### Information Store

<b>Sector:</b>	<b>Financial Services</b>												
<b>Market:</b>	<b>Pension Savings</b>	<b>Range of Possible Outcomes</b>											
<b>End Date:</b>	May 2008	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Duration:</b>	8 months												
<b>Source of idea for study:</b>	Internal competition concerns												
<b>Outcome (tick relevant columns):</b>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reason for study (what were the problems)?</b>	The administration costs differ greatly between the various pension schemes. If competition were intense, the highly costly pension institutes are not likely to stay in business.												
<b>No link to report:</b>													

<b>Sector:</b>	<b>Financial Services</b>												
<b>Market:</b>	<b>Payment Cards</b>	<b>Range of Possible Outcomes</b>											
<b>End Date:</b>	January 2008	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Duration:</b>	6 months												
<b>Source of idea for study:</b>													
<b>Outcome (tick relevant columns):</b>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reason for study (what were the problems)?</b>	According to the Act on Certain Payment Instruments the DCA is obliged every second year to publish a report on competition issues in the payment cards sector.												
<b>Link to report:</b>													

### Information Store

<b>Sector:</b>	<b>Transport</b>										
<b>Market:</b>	<b>Danish Taxi Industry</b>	<b>Range of Possible Outcomes</b>									
<b>End Date:</b>	October 2007	<b>Competition Enforcement</b> <b>Consumer Enforcement</b> <b>Consumer Education</b> <b>Business Education</b> <b>Voluntary Business Compliance</b> <b>Voluntary Business Action</b> <b>Recommendations to Government for Changes in the Law</b> <b>Recommendations to Government to Change Market Structure</b> <b>Recommendations for Changes to Government Policy</b> <b>Referral to Third Parties</b> <b>No Problems Found</b>									
<b>Duration:</b>	7 months										
<b>Source of idea for study:</b>	Internal competition concerns										
<b>Outcome (tick relevant columns):</b>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Reason for study (what were the problems)?</b>											
<b>Link to report:</b>											