



ADVOCACY WORKING GROUP
MARKET STUDIES PROJECT

MARKET STUDIES INFORMATION STORE

JURISDICTION:

Portugal – The Portuguese Competition Authority (PCA)

UPDATED: DECEMBER 2015

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Portugal- The Portuguese Competition Authority (PCA)

Sector:	Communications												
Market:	Digital Terrestrial Television	Range of Possible Outcomes											
End Date:	June 2013	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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration:													
Source of idea for study:	See side text.												
Outcome (tick relevant columns):			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>The introduction of the Digital Terrestrial Television (DTT) in Portugal was started by launching two public tenders in February 2008. The Telecoms Regulator ICP-ANACOM awarded to PT Comunicações, SA (PTC) in late 2008 and mid-2009, respectively, the right to use the frequencies corresponding to free access DTT and to access by subscription. In December 2009, the PTC requested the withdrawal/revocation of the assignment of such frequency rights to pay-TV, but without the loss of delivered collateral. Such request was accepted by ICP-ANACOM, despite the different understanding by the Media Regulator (ERC). Hence, the PTC never launched a TV operation by subscription on DTT. The model implemented in Portugal also provided for the granting of a license for the exercise of television activity including a free access nationwide generalist 24 hours TV program service (the so-called 5th channel). However, in March 2009, the ERC decided to exclude the two applicants for such service, as they did not meet the legal requirements and regulations. Also the high definition channel, provided the Portuguese DTT model to be shared by existing broadcasters in the Mux A, in a non-simultaneous mode until the closure of the analog TV, was never offered due to a lack of agreement between the TV operators RTP, SIC and TVI. By November 2012, Portugal was the EU country with the lowest number of nationwide channels, only 4, significantly below the EU25 average of around 30 channels per Member State with free access and by subscription (the average was around 16 channels when considering just free access TV). The DTT offer in Portugal was far from taking full advantage of this technology, not even taking advantage of the inherent characteristics of the model set by the government and aimed at inducing the voluntary migration to digital, including through the provision of a 5th channel, broadcasts in High Definition, and of a pay-TV platform. Overall, the DTT platform was simply replicating the offer supported by the old analog terrestrial system. Recognizing the market players' role in offering services susceptible to stimulate the interest and the support of consumers on the DTT, the PCA attempted to identify the key factors critical to its success, issuing several recommendations to that effect. Some of these recommendations implied changes in the existing legal framework and a proper coordination between relevant entities. The PCA viewed DTT as a source of competitive pressure over cable TV, including where available as part of package deals, with positive effects in terms of</p>												

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	price and quality of services.
Link to report:	Unabridged Version in Portuguese: http://www.concorrenca.pt/vPT/Estudos_e_Publicacoes/Estudos_Economicos/Comunicacoes_Electronicas_e_Media/Documents/TDT_final_Junho_20130617.pdf

Sector:	Manufacturing (products excluding those which have separate sector entries)											
Market:	The Cork Industry, from its extraction to the retail of manufactured products	Range of Possible Outcomes										
End Date:	December 2012	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
Duration:												
Source of idea for study:	Side text.											
Outcome (tick relevant columns):		√	<input type="checkbox"/>	<input type="checkbox"/>	√	√	√	√	√	<input type="checkbox"/>	<input type="checkbox"/>	
Reason for study (what were the problems)?	<p>A Parliament Resolution from July 2009 aimed at defending the cork industry, urged the PCA to conduct “(...) a thorough and urgent investigation into what is happening in this important and strategic sector for the national economy (...) with a particular focus on imports and exports, and take measures and issue recommendations it deems necessary to restore a normal market functioning and insure the stability of the sector” [our translation from Portuguese]. Concerns about the functioning of the cork sector were also conveyed to the PCA by some industry operators. This Report aimed at characterizing the full industry vertical chain in Portugal, from the extraction of cork to the marketing of the various cork based products, as well as the current regulatory framework of the sector, and issued a set of recommendations aiming at the promotion of a more efficient functioning of the various stages along the vertical chain, through the reduction of certain efficiency reducing information asymmetries between operators, the relaunching of a well-functioning commodities market for the different raw materials, and a revision of various legislations regulating the sector.</p>											
Link to report:	Unabridged Version in Portuguese: http://www.concorrenca.pt/vPT/Estudos_e_Publicacoes/Estudos_Economicos/Otros/Documents/AdC-Relatorio-Cortica_2012.pdf											

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Sector:	Communications											
Market:	Communications	Range of Possible Outcomes										
End Date:	December 2012	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
Duration:												
Source of idea for study:	See side text.											
Outcome (tick relevant columns):		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>Sharing network infrastructures in electronic communications has become increasingly important and we have witnessed an increase in these type of sharing initiatives. Portugal is no stranger to this trend. In addition to sharing sites and masts for mobile operators, Optimus-Comunicações, SA (Optimus) and Vodafone Portugal, Personal Communications, SA (Vodafone), signed in 2010 an agreement on mutual provision of services on the respective fiber networks. An important motivation for the celebration of this kind of sharing of initiatives is the easing of financial requirement on individual operators, avoiding duplication of investments and achieve a reduction in operating expenses. Moreover, the economic crisis led to an increasingly difficult access to capital markets and to obtain the needed financing. Anticipating possible notifications of this type of investment partnerships as concentrations of undertakings, the PCA decided to conduct this analysis to (1) identify the main categories of sharing of electronic communications infrastructure; (2) describe the methodologies to be used in evaluating this type of partnerships under its merger control remit, identifying the key benefits and potential anti-competitive effects; (3) Characterize the relevant regulatory framework; (4) Analyze the most important EU decisions on the subject.</p>											
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/vPT/Estudos e Publicacoes/Estudos Economicos/Comunicacoes Electronicas e Media/Documents/AdC Partilha Redes Comunicacoes Eletronicas 2012.pdf</p>											

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Sector:	Fuel	Range of Possible Outcomes										
Market:	Markets for road fuels supplied by service stations located along the different highways in mainland Portugal.											
End Date:	July 2012	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
Duration:												
Source of idea for study:	See side text.											
Outcome (tick relevant columns):		√	<input type="checkbox"/>	√	√	√	<input type="checkbox"/>	√	√	√	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>In 2009, electronic panels displaying comparative fuel prices were put in place on the motorways of mainland Portugal. The aim was to boost competition in the sale of fuel on motorways by giving more information to consumers. This was a governmental measure taken as a result of a PCA's Recommendation from 2004, picked up again in the in-depth analysis of liquid fuel and bottled gas in Portugal (a Final Report published in March 2009). This July 2012 Report provides an ex-post analysis of the impact the installation of such electronic panels had on retail price levels, their dispersion, the speed with which the different operators respond to changes in prices by their competitors along the different highways, followed by a general competition appraisal and a summary of the recommendations.</p>											
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/vPT/Estudos e Publicacoes/Estudos Economicos/Energia e Combustiveis/Documents/analise do impacto da introducao dos paineis de precos dos combustiveis nas auto-estradas.pdf</p> <p>Abridged Version in English: http://www.concorrenca.pt/vEN/Estudos e Publicacoes/Estudos Economicos/Energia e Combustiveis/Documents/Study Prices Motorways AdC July 2012.pdf</p>											

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Sector:	Groceries (food and drink)										
Market:	FMCG (Fast Moving Consumer Goods)	Range of Possible Outcomes									
End Date:	October 2010	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									
Duration:	15 months										
Source of idea for study:	See side text.										
Outcome (tick relevant columns):		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input 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"/>
Reason for study (what were the problems)?	<p>The commercial relations between the large retail groups (LRGs) and their suppliers have been the subject of debate in Portugal for a number of years, as they have been in many countries across Europe, with many factors coming together: the growth of Large Retailing Groups (LRGs); the imbalance in bargaining power, with suppliers on the downside; the reform of the Common Agricultural Policy (CAP); and the volatility of prices for certain foodstuff on international markets. It was against this backdrop that the Portuguese Competition Authority (PCA) decided to undertake this market study. The aim of this market study was to give as detailed a picture as possible of the food supply chain in Portugal as the LRGs are concerned. This report analyses the behavior of the nine LRGs operating in Portugal, covering a representative sample of what are generally referred to as “fast moving consumer goods” (FMCG). This includes dairy products (UHT milk, yoghurt, cheese and butter), rice, pastas, flour, breakfast cereals, biscuits, vegetable oils (seed-oils, olive oil and margarine), fruit and vegetables, and soft drinks, coffee and substitutes. The nine LRGs held a market share of around 85% of foodstuff in 2008, with the two biggest groups coming in with around half of that market share. FMCGs account for around three-quarters of spending in supermarkets. The main reasons for the study were the several complaints lodged by different market operators over the unilateral imposition of terms and conditions (i.e., negotiations around a standard contract), the application of seemingly abusive discounts and related mechanisms, such as penalties, and certain payment terms being practiced.</p>										
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/SiteCollectionDocuments/Estudos e Publicacoes/Ou tros/AdC Relatorio Final Distribuicao Fornecedores Outubro 2010.pdf Abridged Version in English: http://www.concorrenca.pt/SiteCollectionDocuments/Estudos e Publicacoes/Ou tros/AdC Relatorio Final Distribuicao Fornecedores Outubro 2010 en.pdf</p>										

Information Store

Sector:	Postal Services										
Market:	Postal services by the type of client and the type of offered service.	Range of Possible Outcomes									
End Date:	July 2010	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									
Duration:											
Source of idea for study:	See side text.										
Outcome (tick relevant columns):		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>This sector enquiry aimed at assessing the level of competition in the postal sector in Portugal and identify key constraints faced by providers of alternative postal services in the establishment of a level playing field. It was understood that the soon to be completed postal sector liberalization process, initiated in the late 1990s, would require the implementation of different policy measures aimed at insuring a successful conclusion to this liberalization process, as in other network industries. This led the PCA to launch this sector enquiry and to publish its findings six months before the full opening of the postal market following the adoption of the third EU Postal Directive.</p>										
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/SiteCollectionDocuments/Estudos e Publicacoes/Comunicacoes_Electronicas/03_Relatorio_sector_postal.pdf</p>										

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Sector:	Communications											
Market:	Mobile Communications	Range of Possible Outcomes										
End Date:	March 2010	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 Government Changes to Government Policy	Referral to Third Parties	No Problems Found
Duration:												
Source of idea for study:	Market events											
Outcome (tick relevant columns):		<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	<p>This report was prepared by the PCA in the face of an announcement and almost simultaneous adoption by three major national networks of mobile communications of a price increases of 2,5%, applicable from March 2009 onwards, to the majority of services in the mobile telecoms retail market. The PCA wanted to analyze whether this behavior could constitute a prohibited competition practice (antitrust practice) in accordance with the then Portuguese Competition Act of June 2003. In its analysis, the PCA considered three possible explanations for the adopted price increases: as a response to exogenous shocks; as fitting the typical behavior in a leader-follower model; and as the result of an agreement or a concerted practice between the three network operators.</p>											
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/SiteCollectionDocuments/Estudos_e_Publicacoes/Comunicacoes_Electronicas/02_Relatorio_Comunicacoes_Moveis_2010.pdf</p>											

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Sector:	Communications												
Market:	Telecommunications	Range of Possible Outcomes											
End Date:	February 2010	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 checked="" type="checkbox"/>	<input checked="" 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"/>
Duration:	10 months												
Source of idea for study:	Market events												
Outcome (tick relevant columns):			<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" 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"/>
Reason for study (what were the problems)?	<p>There was strong evidence that a significant part of Portuguese consumers chose not to change operator or service provider in electronic communications, even when faced with lower prices offered by alternative suppliers. Less than 5% of Mobile Telephone Service customers changed operator or service provider annually; this percentage rose to around 10% in the cases of Fixed Telephone Service, Internet broadband and triple-play packages, and to 12% in the case of double-play package. The analysis of the history of consumption decisions seemed to confirm the reduced mobility of Portuguese telecoms customers, with around 65% of customers who bought individual services never changing operator or service provider. This percentage value did decrease considerably in the case of the more recent bundled offers. Moreover, a study by the Portuguese Association for the Defense of Consumers (DECO) concluded that in 2005 over 90% of Portuguese consumers did not subscribe to a tariff suitable to their cell phone usage profile. According to this same study, each consumer was losing, on average, more than 100 euros a year by not opting for the tariff best suited to their profile. This type of behavior by consumers could be explained by the existence, or the perception of the existence, of conditioning factors of mobility, notably search costs and switching costs, whether pecuniary or non-pecuniary. It should be noted that the mobility issue was also the subject of a study by the European Commission in 2009, which identified the sector of electronic communications as one of the sectors in which these factors held a strong influence over the decisions by European consumers. The Portuguese Competition Authority (PCA) launched this sector enquiry to characterize the mobility of consumers and determine the factors that influenced consumers' mobility in the electronic communications sector in Portugal, namely the mobility of customers of Fixed Telephone Service (FTS), Mobile Telephone Service (MTS) and of Internet access service for broadband, as well as in the case of bundled offers. This enquiry included a suitably designed online consumer survey.</p>												
Link to report:	<p>Unabridged Version in Portuguese: http://www.concorrenca.pt/SiteCollectionDocuments/Estudos e Publicacoes/Comunicacoes Electronicas/01_Relatorio_mobilidade_comunicacoes_electronicas.pdf.</p>												

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Sector:	Communications	Range of Possible Outcomes										
Market:	Fixed telephone, broadband access and mobile telecom											
End Date:	November 2009	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
Duration:	8 months (April-November 2009)											
Source of idea for study:	Information gathered via market monitoring between 2005-2009 (see entry below)											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	This study focused on mobility in the fixed telephony, broadband access and mobile telecom sectors. This study was undertaken because it was observed that switching costs were very high.											
Link to report:												

Sector:	Energy	Range of Possible Outcomes										
Market:	Electricity											
End Date:	Initial report completed in May 2009.	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
Duration:	1 year											
Source of idea for study:	Analysis of reports produced by energy regulators											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>
Reason for study (what were the problems)?	It was observed that there could be potential erroneous forecasting of future demands.											
Link to report:												

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Sector:	Fuel	Range of Possible Outcomes										
Market:	Liquid road fuels and bottled gas											
End Date:	31 March 2009	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
Duration:	11 months											
Source of idea for study:	Request from the Minister of Economy and Innovation											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	It was observed that retail fuel prices did not adequately reflect changes in crude prices.											
Link to report:												

Sector:	Communications	Range of Possible Outcomes										
Market:	Fixed telephony, broadband access and mobile telecom											
End Date:	Market monitoring reports produced in 2005, 2007 and 2009.	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
Duration:	4 years											
Source of idea for study:	Complaints and public debate											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	There was concern regarding the functioning of the market, in particular the high switching costs and barriers to entry.											
Link to report:												

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Sector:	Professions	Range of Possible Outcomes										
Market:	Notaries	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
End Date:	2007											
Duration:	2 years											
Source of idea for study:	Public and legislative debate regarding liberalization of the notary profession.											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	Analysis began after the profession was privatized in 2004. It was observed that there were strict restrictions on access to and practice of notary services.											
Link to report:												

Sector:	Manufacturing (products excluding those which have separate sector entries)	Range of Possible Outcomes										
Market:	Pulp Milling	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
End Date:	2003-2006											
Duration:	3 years											
Source of idea for study:	There was a complaint to the previous Director General of Competition											
Outcome (tick relevant columns):		<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 checked="" type="checkbox"/>
Reason for study (what were the problems)?	This sector was identified as being highly concentrated.											
Link to report:												

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Sector:	Groceries (food and drink)											
Market:	Cereal (wheat) milling for bread	Range of Possible Outcomes										
End Date:	2006 (although recently expanded to a more disaggregated analysis of the bread making process).	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
Duration:	2 years											
Source of idea for study:	Request from government											
Outcome (tick relevant columns):		<input checked="" 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"/>
Reason for study (what were the problems)?	A significant increase in the price of bread was observed.											
Link to report:												

Sector:	Pharmaceuticals											
Market:	Retail pharmacies	Range of Possible Outcomes										
End Date:	2006	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
Duration:	1 year											
Source of idea for study:	Public debate regarding operation of retail pharmacies.											
Outcome (tick relevant columns):		<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"/>
Reason for study (what were the problems)?	Under Portuguese law only certified pharmacists could operate pharmacies. There was some concern that this law was overly restrictive.											
Link to report:												

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Sector:	Communications	Range of Possible Outcomes										
Market:	Fixed telephony, mobile telecom, cable television, DSL and cable modem internet services.											
End Date:	First report completed in June 2005. Second report completed in August 2005.	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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration:	1 year											
Source of idea for study:	Complaints and public debate											
Outcome (tick relevant columns):		<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"/>
Reason for study (what were the problems)?	Concern about competitive implications of 1998 entry of a third mobile phone operator and the 2000 liberalisation of the fixed line telephone market. These reports focused on the analysis of cost and demand characteristics in the Portuguese telecom sector as well as possible unbundling measures “structural separations.”											
Link to report:												

Sector:	Communications	Range of Possible Outcomes										
Market:	Broadband											
End Date:	July 2005	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 checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Duration:	1 year											
Source of idea for study:	Complaints and public debate											
Outcome (tick relevant columns):		<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"/>
Reason for study (what were the problems)?	This report focused on broadband penetration. There was concern regarding the low level of penetration of broadband service and access in Portugal.											
Link to report:												

Information Store

Sector:	Financial Services	Range of Possible Outcomes									
Market:	Credit Cards										
End Date:	July 2005	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									
Duration:	1 year										
Source of idea for study:	Public debate										
Outcome (tick relevant columns):			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reason for study (what were the problems)?	There was concern regarding high interchange fees.										
Link to report:											

Sector:	Insurance	Range of Possible Outcomes									
Market:	Non life insurance (motor, fire, employer liability, personal, passenger, health, transport, occupier liability)										
End Date:	March 2005	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									
Duration:	4 months (December 2004 - March 2005)										
Source of idea for study:	Merger case under investigation by the PCA										
Outcome (tick relevant columns):			<input checked="" 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"/>
Reason for study (what were the problems)?	After initial analysis of a proposed merger in this market, the PCA realised there was very little information available on this market as a whole and in particular, on the potential impact of competition policies in this area.										
Link to report:											