

From: George Barker  
Sent: Thursday, 11 November 2010  
To: Committee, EC (SEN)  
Subject: Competition and regulation in the online search and advertising market

To the Committee Secretary  
Senate Standing Committee on Environment and Communications

I understand that the week before last the Senate Standing Committee on Environment and Communications held an Online Privacy inquiry where search and online advertising issues were discussed. In light of this inquiry I thought the Committee Members might be interested in some research I have been doing on competition in the online search and advertising market.

The research examines the effects of certain behaviours in the marketplace including that targeted by police inquiries into personal data being "mistakenly" collected by Google from Australian home Wi-Fi networks, and the behaviours targeted by the ACCC in a pending Federal Court case against Google for alleged misleading conduct dating back to 2007.

These kind of behaviours have led me to think about the nature of competition and regulation in the online market.

Two relevant 2010 working papers that summarise the work the Committee members may be interested in have been posted to our website at:

<http://law.anu.edu.au/cle/publications.asp>

and are attached to this email

The papers include:

2010 Working Paper No 1 ANU Centre for Law and Economics, Cloud Computing, Online Search and Advertising: Market Overview and

2010 Working Paper No 2 ANU Centre for Law and Economics, Cloud Computing, Online Search and Advertising: Obstacles to Market Entry

You may wish to distribute the papers to Senators Fisher, Cameron Boswell, Ludlam, Troeth and Wortley, and I would be pleased to discuss the papers and the issues they raise if they are interested

I hope the Committee members find the papers of interest, and again, if they are interested I would be pleased to discuss the issues with them.

Kind regards

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