

## PRESS RELEASE

### EDiMA reaction to the interinstitutional agreement on P2B

Brussels, 14<sup>th</sup> February 2019 – EDiMA\* would like to congratulate the European institutions on the agreement reached on the Regulation on promoting fairness and transparency for business users of online intermediation services.

EDiMA welcomes the principle-based approach that was taken and that was largely maintained throughout the legislative process.

EDiMA Director General, Siada El Ramly said: “With today’s agreement, the European institutions adopted a balanced approach that takes into account the diversity of the European online ecosystem. EDiMA believes that this legislative instrument will be a great contribution to achieving the Digital Single Market. We remain involved and committed to engage on the debate and work with the EU Observatory of the online platform economy in the near future.”

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\* EDiMA is the European trade association representing online platforms and other innovative businesses. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, Microsoft, Mozilla, OLX, Snap Inc., TripAdvisor, Twitter, Veon Digital, Verizon Media and Yelp. EDiMA’s members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.