

Interim Report Regarding Digital Advertising

April 28th, 2020

Japan Fair Trade Commission

The Japan Fair Trade Commission (JFTC) has published an interim report regarding digital advertising. This report is part of fact-finding surveys regarding trade practices on digital platforms and shows the results of specific surveys regarding trade practices on business to business in the digital advertising sector and users (consumers) of search services and social media.

The JFTC will conduct further fact-finding survey in order to understand the situation surrounding trade practices on digital platforms and organize our thoughts on the Anti-Monopoly Act and competition policy in Japan.