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**From:** Anthony Wolfenden [REDACTED]  
**Sent:** Sunday, 27 March 2022 12:16 PM  
**To:** Digital Monitoring  
**Cc:** [REDACTED]  
**Subject:** Digital Platform Services Inquiry - Submission

As a consumer and citizen, I am very concerned about the concentrated market power held by the top digital marketing and social media companies in Australia and indeed globally. Private companies with no or limited oversight have inordinate power and control over what consumers see and what their choices are in the market, all with limited oversight and no overriding moral imperative to "act right"

It seems these companies bring many valuable resources to the marketplace but I believe for this benefit they should be regulated to act in the consumers best interest if they continue to concentrate so much market power in a limited number of hands.

Almost unfettered power should be accompanied by similar levels of transparency.....I would argue key market players should be made to provide the following:

1. Open markets – Competitor access on a fair and reasonable basis to all stores/ shops/ marketplaces. Walled gardens like apples should be banned. Unless a product is dangerous or banned Apple should not dictate the terms of inclusion in the store.
2. Open Search – Google should be made to publish broad information about their search algorithm. Googles services and products should not be upranked against competitor products.
3. Reasonable royalties– Apple takes 30% for every sale and they own the walled garden. Royalties should be limited to 10%. The ASX does not take 10% of every transaction, why should apple.
4. Published algorithms – Publish the basics of the process for elevating posts to communities. The consumer should know HOW and WHY they see certain posts
5. Removal of Damaging or Untrue information – Apple news regularly uses famous Australians to market dodgy investments event when notified. Facebook does the same. Untrue or damaging posts should be removed with penalties for delays in acting. This should include political speech that is clearly untrue.
6. Serious penalties – Not following regulation in Australia should trigger serious penalties. The Australian government is afraid of the big players and this is the wrong way around. Protect citizens first THEN worry about threats of pulling from the market.
7. RIGHT TO Repair – Hardware providers void warranties for self-repaired equipment or put in place serial number checks etc that brick equipment when repaired with third party parts. Right of repair should be enshrined in Australian law and providers blocked from bricking equipment so fixed, with serious penalties for acting in this way.
8. Right of control.- Consumers should be able to download a complete record of all the information that a provider has about them including how they are segmented and what information is sent to their feeds. So what they know and how we are categorised. We should be able to manually control these settings AND remove them or put them back to defaults. We should be able to remove ourselves from these systems if we wish.
9. Pay Taxes – These companies should be forced to pay taxes in Australia based on the sales they make and the revenues they receive. Not more offshoring royalties to Singapore or the Cayman Islands. This should be policed, and penalties applied for avoidance.

10. Interoperability – Any messaging system with more than 100M users worldwide should be required to interwork with all other messaging systems of a similar size. We should be able to communicate globally without installing 6 messaging tools.

Kind Regards,

**Anthony Wolfenden**

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