

**Annexure: Facebook Australia Pty Limited response to Part A of the ACCC's request for information dated 28 February 2020**

This annexure is prepared on behalf of Facebook Australia Pty Ltd (**Facebook Australia**). It sets out Facebook Australia's response to the information requested by the ACCC under Part A of its email dated 28 February 2020.

Some of the information provided in this response is outside the knowledge of Facebook Australia and has been provided to Facebook Australia by Facebook, Inc. This response includes information in relation products or services that are supplied by Facebook entities other than Facebook Australia.

**A. ACCC Questions**

**1 Can dealers list vehicles directly on Facebook Marketplace or can dealer listings only be facilitated by listing partners as described in Facebook's 12 February 2020 submission?**

Facebook Marketplace is generally accessible to Facebook Service<sup>1</sup> users for the buying and selling of products and services. Facebook Service users, including vehicles dealers, can list vehicles or other items directly on Facebook Marketplace. However, vehicles dealers typically work with vehicles listing partners to help them manage their listings, particularly if they have a large inventory or list their inventory on a number of websites.

**2 If dealers can only list on Facebook Marketplace by using a listing partner, why doesn't Facebook Marketplace allow dealers to list directly?**

Please see the response to question 1 above.

**3 If dealers can list vehicles directly on Facebook Marketplace, approximately what proportion of dealers list directly compared to listing via a listing partner?**

*[c-i-c starts] [c-i-c ends]*

**4 Approximately what proportion of Facebook Marketplace's dealer listings come from each of the listing partners identified in Facebook's 12 February 2020 submission?**

*[c-i-c starts] [c-i-c ends]*

**5 What are Facebook Marketplace's fees, if any, for each of:**

- (a) a dealer who lists a vehicle directly on Facebook Marketplace?
- (b) a dealer listing placed through a listing partner? Please specify which fees are payable by the dealer and which are payable by the listing partner.
- (c) car listings on a dealer's Facebook page?

Facebook does not charge Facebook Service users (including vehicles dealers) or listing partners to list or sell items on Facebook Marketplace.

If a vehicles dealer enters into an agreement with one of Facebook's listing partners to manage their inventory on Facebook Marketplace, the listing partner may charge a fee for their services. Facebook does not receive any remuneration from these arrangements.

Facebook also does not charge businesses for listing items for sale on their own Facebook Service page.

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<sup>1</sup> The Facebook Service refers to the [www.facebook.com](http://www.facebook.com) platform and mobile phone application, including the Facebook Marketplace surface.

- 6 **Does ‘Facebook Marketplace vehicles’ provide additional services for dealers sellers (e.g. lead management, dealer management system, performance reporting)? Does Facebook have plans in the next three years to develop its dealer offer or dealer tools? Please describe these plans.**

Facebook enables its listing partners (i.e. not just automotive listing partners) to:

- display, facilitate and/or sell their inventory to Facebook users via listings (where inventory feed containing information on the partner’s listings is to be featured on Facebook Marketplace); and
- communicate with and allow Facebook users to contact them regarding listings (through Facebook Messenger chat or a lead generation feature).

***[c-i-c starts] [c-i-c ends]***

More broadly, Facebook’s aim is to provide services which enhance user experience. We continue to work at improving our services in order to enable users to connect with each other, communicate with other users and larger groups, share content, and discover content that is meaningful and relevant to them.

- 7 **Does Facebook sell advertising on ‘Facebook Marketplace vehicles’ separately to advertising on other parts of Facebook Marketplace? If so:**

- (a) **What is the approximate proportion of direct and programmatic display advertising on Facebook Marketplace vehicles?**
- (b) **Who are the main advertisers, or categories of advertisers, on Facebook Marketplace vehicles?**

Facebook does not sell advertising on the Facebook Marketplace surface that is separate to or unique from advertising on other parts of the Facebook platform.

When advertisers choose to advertise with Facebook, their adverts go through Facebook’s standard ads auction and delivery process, designed to match the right ad to the right person at the right time. Advertisers may select Facebook Marketplace as a surface on which the advertisement may be surfaced, but this selection is generally applicable for all advertising categories across the Facebook platform and not specific or limited to item categories found on Facebook Marketplace.