

CLARIFICATION QUESTIONS

NB: According to Article 5.2.2. of the Rules of the Competition, the author may refuse to answer clarification questions if they are deemed to be unrealistic or irrelevant or dealing with matters which teams may reasonably be expected to work out for themselves in the context of the Competition. N/A therefore indicates that the Author has decided not to answer this question. rest assured that all information necessary to develop valid arguments are contained in the case facts.

1. It is stated that the respondents are one of the ‘most demanded’ tiktokkers/youtubers at this moment, however how do we interpret ‘most demanded’?

*N/A*

2. What share of the market (percentage) does each of the applicants individually hold?

*N/A*

3. How long were they able to hold that market share?

*N/A*

4. What share of the market (percentage) do the applicants hold together?

*N/A*

5. Do we have to assume that the companies that are aggrieved with the price rate all reside within different Member States of the European Union?

*The seats of the companies vary; many work in the Netherlands only through branches and/or subsidiaries, some are Dutch companies, and some are foreign companies from both within and outside the EU.*

6. What is the language of the YouTube and TikTok content produced by the applicants?

*Dutch and English.*

7. Paragraph 11 of the case facts mentions the applicants going to the ‘Influencer’. The question is whether the agency advised them altogether (i.e. Did the applicants attend the meeting with the agency at the same date and time and in the same room/call or were they advised separately.?)

*The applicants attended separate individual meetings with ‘Influence’.*

8. Did the applicants set their prices to €200 on the same day?

*No.*

9. What market specifically are the applicants active one?

*N/A*

10. Which countries have the largest viewership in percentages?

*N/A*

11. What is the nature of the complaint raised to the ACM by Lenny, Chocotella, and other companies? (Paragraph 14)

*N/A*

12. Is the 200EUR per post pricing inclusive of all types of content shareable on social media, or is the pricing for a specific type of content? (paragraph 11)

*N/A*

13. What “various other sectors of the economy” do the collective bargaining agreements fall under that the Applicants have derived influence from? (paragraph 10)

*N/A*

14. What exactly is the content of the agreement concluded between Elena, Bennett, Chris, Anne-Sophie and Omar?

*N/A*

15. Can the agreement be termed as a collective bargaining agreement?

*N/A*

16. What is the combined turnover of the influencers in the past financial year?

*N/A*