

## Digital Markets Act: Application timeline

The Digital Markets Act (DMA) entered into force on **1 November 2022**. The DMA rules apply to large companies – designated as gatekeepers – that provide core platform services such as marketplaces, app stores, online search engines or cloud computing services in the EU. Most of the act's provisions will apply as of **2 May 2023**, when the gatekeeper designation procedure will start. That designation follows notification by the respective platforms to the Commission. Operators designated as gatekeepers will have to comply with a range of obligations and prohibitions within 6 months of their designation as gatekeepers. The Commission may adopt implementing or delegating acts or guidelines to frame the application of the DMA.

<a href="#">Official Journal</a>	<b>12 October 2022 (OJ L 265/1)</b>	
Entry into force	<b>1 November 2022</b> (20th day following publication in Official Journal)	
Application of <a href="#">DMA provisions</a>	<b>1 November 2022</b> (date of entry into force)	<ul style="list-style-type: none"> <li>➤ European Commission (EC) must establish a High-level group to provide with advice and expertise on implementing the DMA (Article 40).</li> <li>➤ EC may adopt implementing acts, inter alia, to lay out details of notification forms and practical arrangements for cooperation and coordination between itself and the national authorities (Article 46).</li> <li>➤ EC may adopt guidelines to facilitate DMA's effective implementation and enforcement (Article 47).</li> <li>➤ EC may mandate European standardisation bodies to develop appropriate standards (Article 48).</li> <li>➤ EC may adopt delegated acts to supplement the DMA, inter alia, by specifying the methodology for setting details of the quantitative thresholds to identify gatekeepers (Article 3(6)).</li> <li>➤ Digital Markets Advisory Committee assisting EC in implementing the DMA starts work (Article 50)</li> </ul>
	<b>2 May 2023</b> (6 months after entry into force)	<ul style="list-style-type: none"> <li>➤ Most provisions apply.</li> <li>➤ <a href="#">Article 5 obligations and prohibitions</a> (to apply directly to gatekeepers following designation): <ul style="list-style-type: none"> <li>○ processing and use of end users' personal data</li> <li>○ parity clauses</li> <li>○ anti-steering</li> <li>○ business or end users may raise issues of non-compliance</li> <li>○ tying</li> <li>○ bundling</li> <li>○ transparency concerning online advertising practices.</li> </ul> </li> <li>➤ <a href="#">Articles 6 and 7 obligations and prohibitions</a> (to apply to gatekeepers subject to further specifications under Article 8(2)): <ul style="list-style-type: none"> <li>○ data silo</li> <li>○ uninstalling apps and changing default settings</li> <li>○ sideloading</li> <li>○ self-preferencing</li> <li>○ switching apps</li> <li>○ interoperability</li> <li>○ transparency concerning online advertisement performance</li> <li>○ data portability</li> <li>○ data access</li> </ul> </li> </ul>



		<ul style="list-style-type: none"> <li>○ search data access</li> <li>○ access to app stores, search engines and social networking services</li> <li>○ rules on terminating provision of service</li> <li>○ interpersonal communications services' interoperability</li> <li>○ basic functionalities' interoperability.</li> </ul> <p>➤ <a href="#">Articles 13, 14 and 15 obligations</a>:</p> <ul style="list-style-type: none"> <li>○ anti-circumvention</li> <li>○ information on concentrations</li> <li>○ audit describing customer profiling techniques.</li> </ul>
	<b>25 June 2023</b>	<ul style="list-style-type: none"> <li>➤ Provisions concerning representative actions apply (Article 42).</li> <li>➤ Provisions concerning whistleblowers apply (Article 43).</li> </ul>
Gatekeeper designation procedure	<b>2 May 2023</b>	➤ Gatekeeper designation procedure starts.
	<b>By 2 July 2023</b> (within 2 months of entry into application)	<ul style="list-style-type: none"> <li>➤ Providers of core platform services (CPS) must self-assess whether they qualify as gatekeepers.</li> <li>➤ Providers of CPS that meet the quantitative thresholds must submit a notification to the EC (Article 3(3)).</li> </ul>
	<b>From summer 2023</b>	<ul style="list-style-type: none"> <li>➤ EC shall designate a gatekeeper within 45 days of receiving complete information (Article 3(4)).</li> <li>➤ EC may conduct market investigations to assess the evidence submitted by a CPS provider to rebut presumption of gatekeeper designation (Articles 3(5) and 17(3)).</li> <li>➤ EC may conduct market investigations to designate as gatekeeper a CPS provider that does not meet the quantitative thresholds but satisfies the qualitative criteria (Articles 3(8) and 17(1)).</li> </ul>
Compliance with obligations and prohibitions	<b>From 2024</b> (within 6 months of gatekeeper designation)	<ul style="list-style-type: none"> <li>➤ Gatekeeper shall comply with obligations and prohibitions laid down in Articles 5, 6 and 7 (Article 3(10)).</li> <li>➤ Gatekeeper shall provide EC with a report describing the measures implemented to ensure compliance (Article 11).</li> <li>➤ Gatekeeper shall submit audit to EC describing customer profiling techniques (Article 15).</li> </ul>
Updating obligations for gatekeepers	<b>From 2025</b>	<ul style="list-style-type: none"> <li>➤ After conducting a market investigation (18 months) on its own initiative or at the request of at least three Member States, EC must submit a report and may: <ul style="list-style-type: none"> <li>○ present a legislative proposal to add new CPS or new obligations in the DMA,</li> <li>○ propose a delegated act to add to existing obligations (Articles 12 and 19).</li> </ul> </li> <li>➤ Council and Parliament experts must be consulted on any delegated act, in accordance with the principles laid down in the <a href="#">Interinstitutional Agreement</a> of 13 April 2016 on Better Law-Making.</li> </ul>
Review clause	<b>3 May 2026</b>	➤ EC must evaluate the regulation and report to the Parliament, the Council and the European Economic and Social Committee on any amendments needed (Article 53). Evaluation must assess specifically the need to extend the Article 7 interoperability obligation to online social networking services, or to amend the provisions concerning the list of CPS, the obligations and their enforcement.

For more detailed information about the provisions of the Digital Markets Act please see our [briefing](#).

A [timeline](#) charting application of the Digital Services Act is also available.