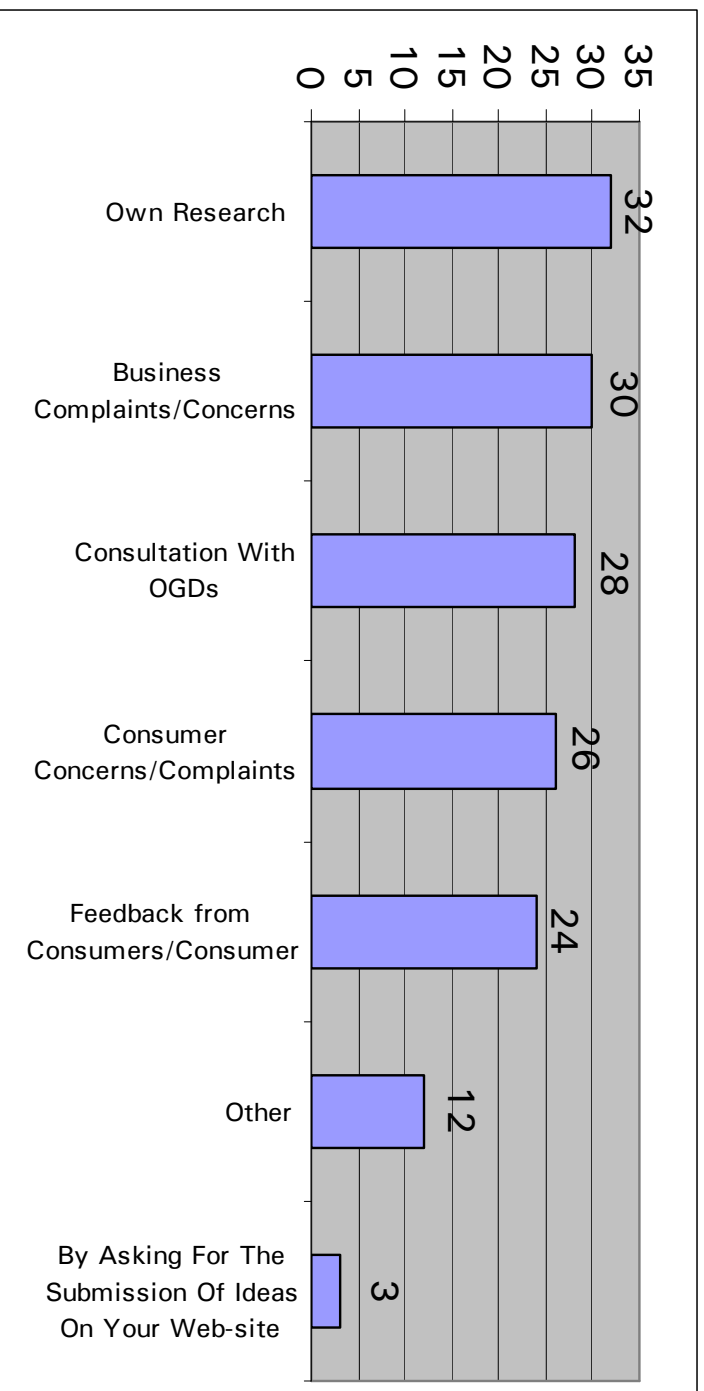


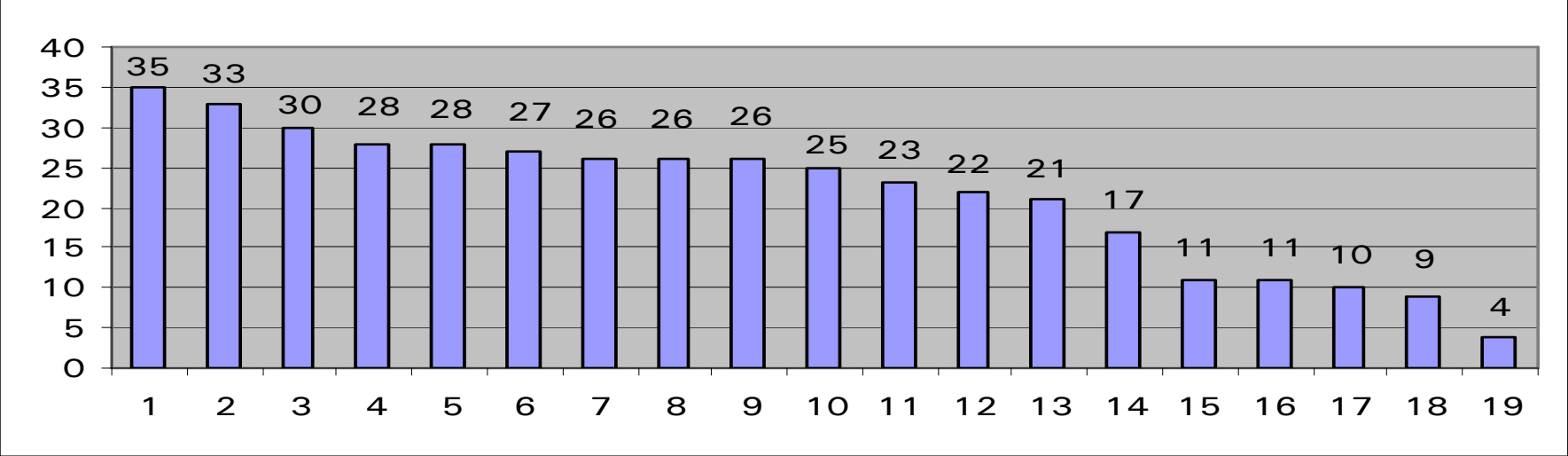
ICN MARKET STUDIES PROJECT

Breakout session 2:
Market Studies Process

How does your Authority gather ideas for market studies?



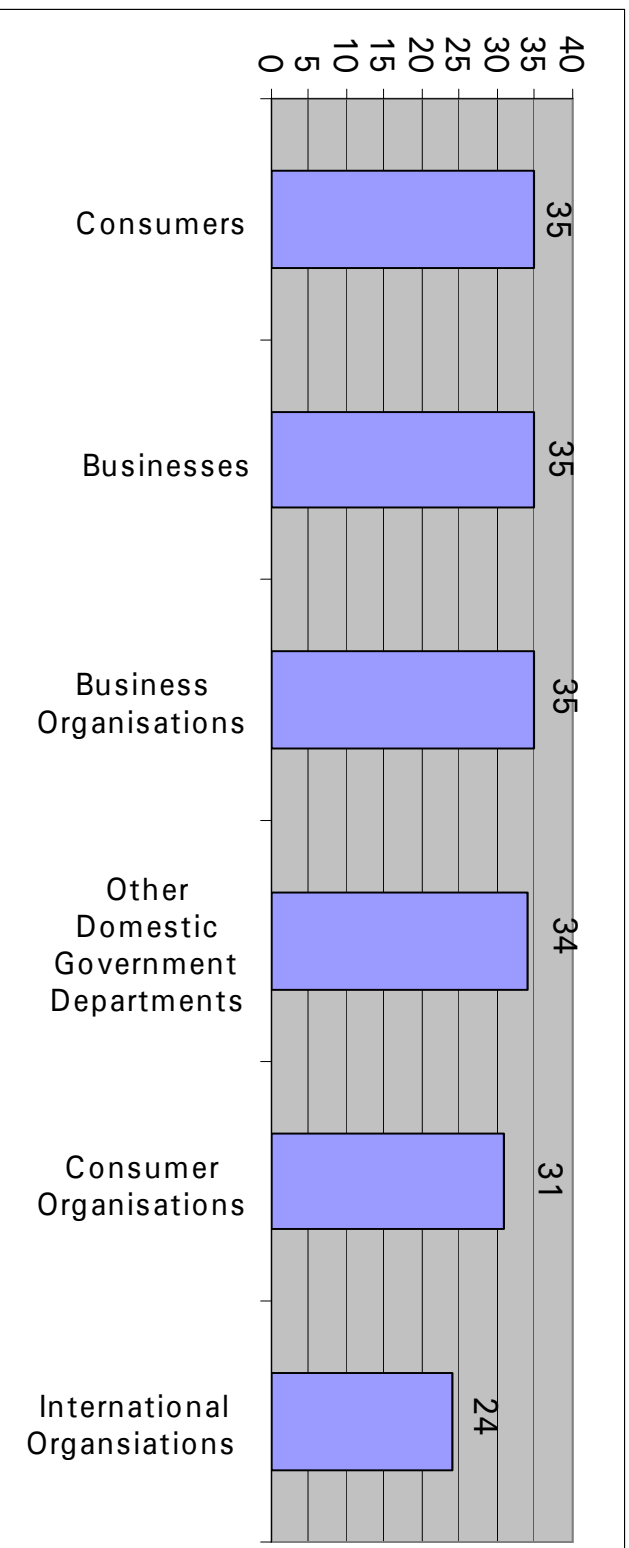
Factors that influence Authorities' selection of a particular market study



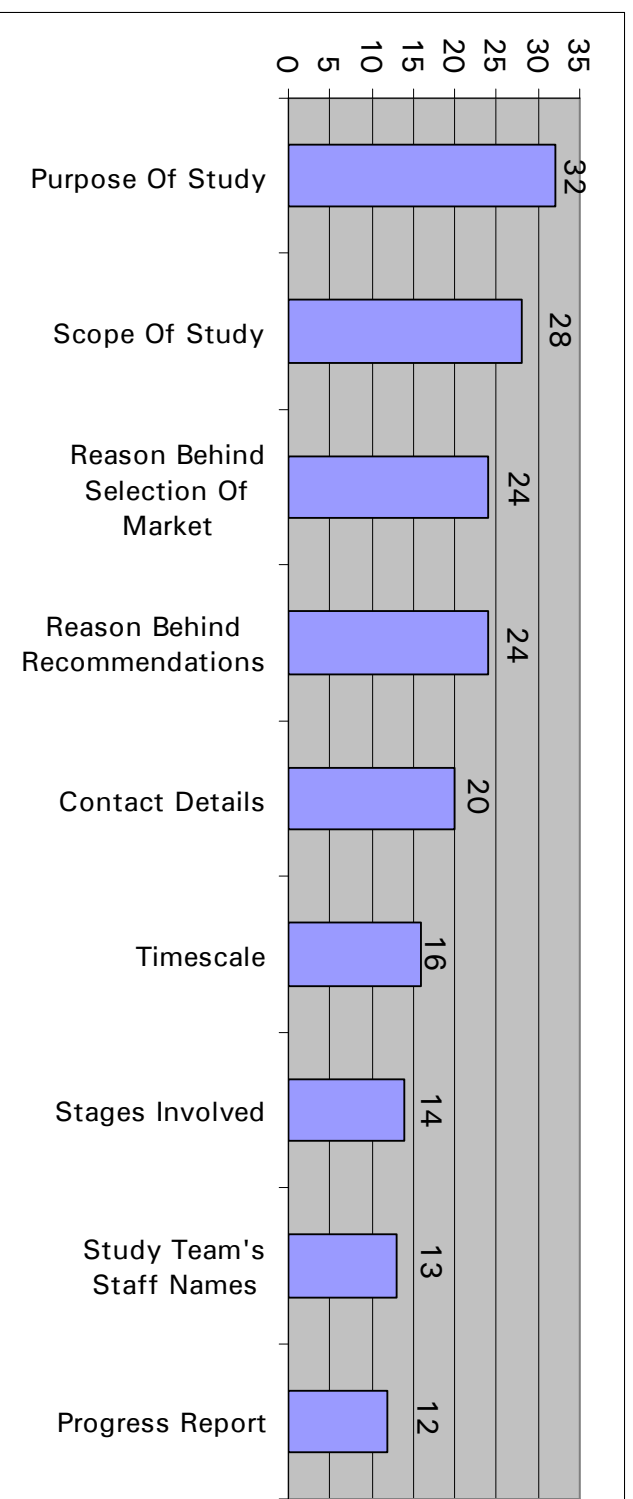
Key

- | | |
|--|---|
| <ul style="list-style-type: none"> 1. Impact on Consumers 2. Market Importance 3. Market Structure 4. Level/Type of Consumer Complaint/Concern 5. Entry Barriers 6. Desire to Obtain Knowledge 7. Degree of Concentration 8. Level/Type Business Complaint/Concern 9. Size of Detriment | <ul style="list-style-type: none"> 10. Value of Market 11. Unusual Market Events 12. Political Interest/Attention 13. Type of Detriment 14. Desire to Obtain Enforcement Evidence 15. Likelihood of Mergers 16. Likelihood of Successful Outcome 17. Profile of Consumer Vulnerability 18. Degree of Product Differentiation 19. Product Life Cycle |
|--|---|

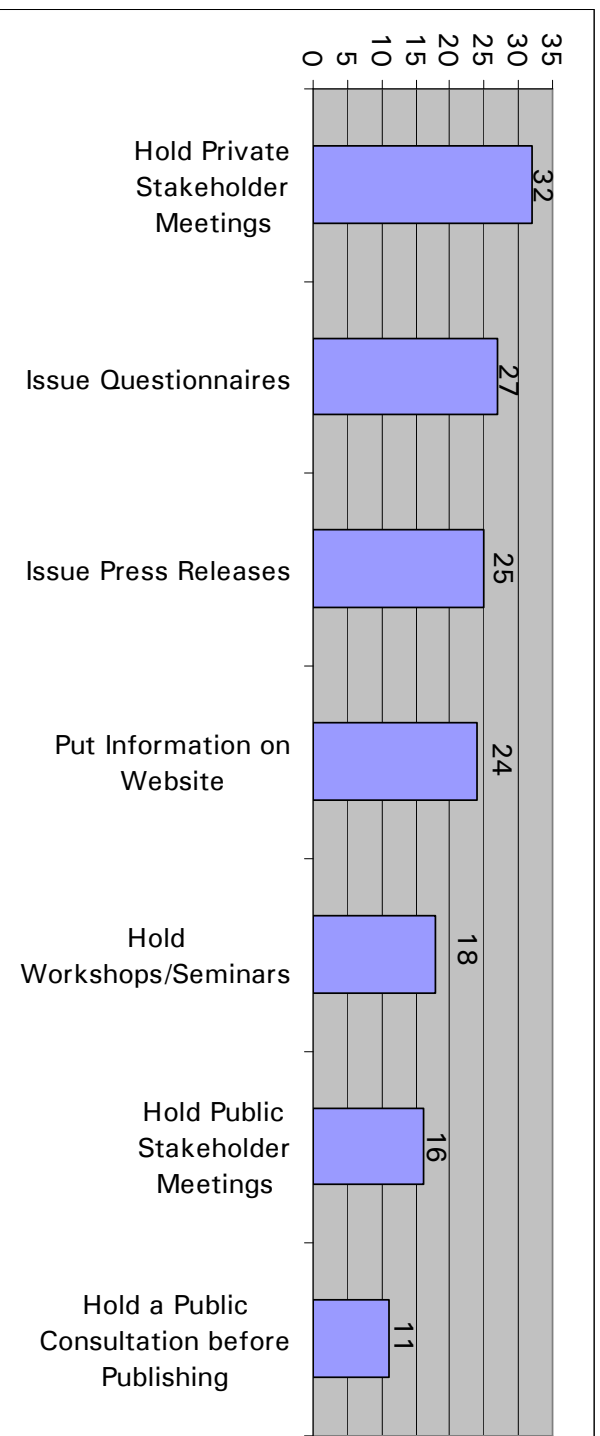
Who does your Authority collect information from?



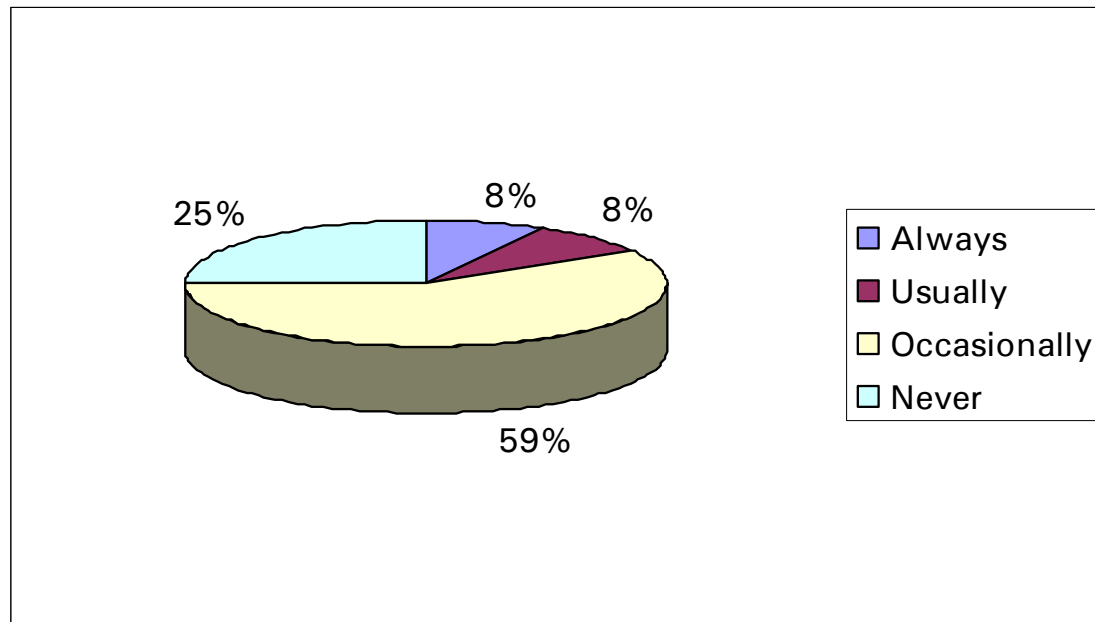
Does your Authority communicate with stakeholders on any of the following?



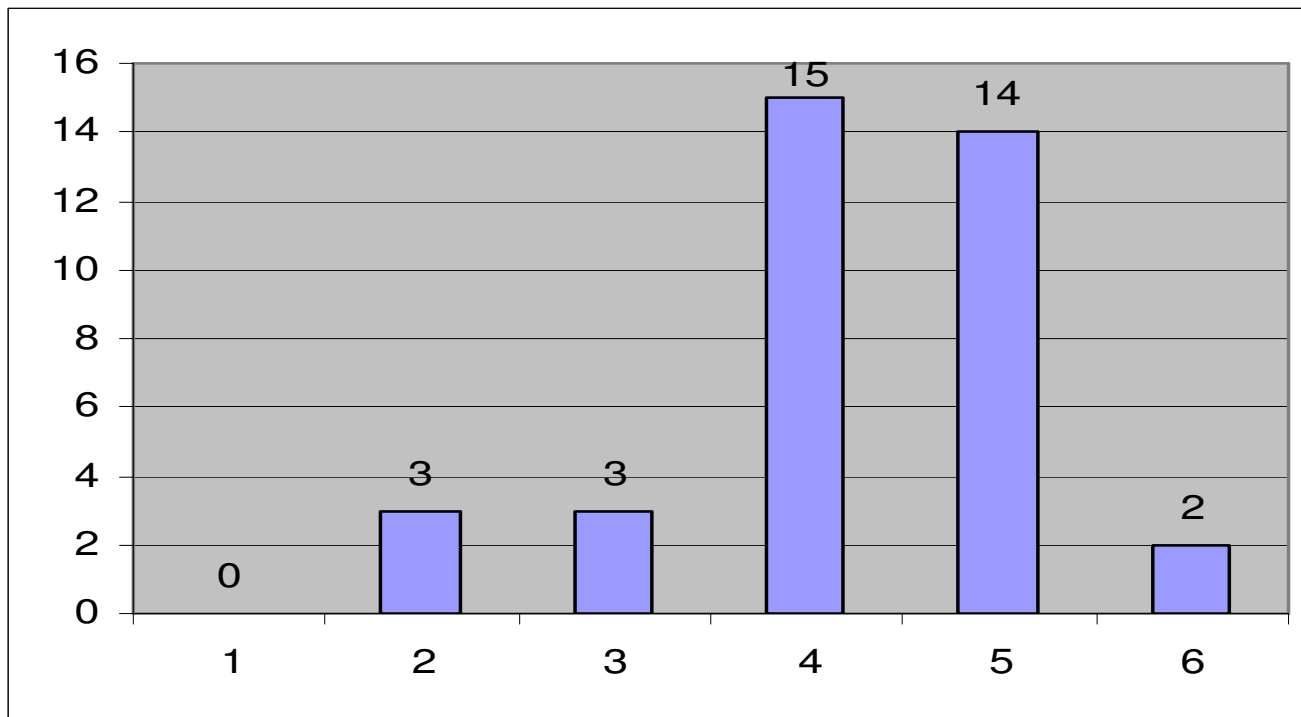
How does your Authority communicate/engage with stakeholders?



How frequently does your Authority commission third parties to carry out work for market studies?



How satisfied is your Authority with its process for carrying out market studies work?



1 = not satisfied; 6 = very satisfied