



Our monthly selection of recent developments at the intersection of antitrust and tech.

The Feature

Recent Algorithmic Pricing Developments in the UK and the EU

Algorithmic pricing is increasingly a focus of regulators around the world. In addition to the U.S. states that [recently introduced legislation](#) restricting the use of algorithmic pricing, the UK's Competition and Markets Authority (CMA) has published several reports, guidance, and other documents regarding the competition risks of algorithms and dynamic pricing, including a post on algorithms, AI, and collusion over the last few years. In addition, it has launched an investigation into the suspected exchange of competitively sensitive information between competing hotel chains through a data analytics tool. The CMA is also actively considering the risks and impact of tools such as AI agents and dynamic pricing, from the consumer protection angle.

Regulators have been eyeing algorithmic pricing for a while. As discussed in a previous update, several U.S. states recently introduced legislation restricting the use of algorithmic pricing. In the UK, the CMA has published several reports, guidance documents, and other advice on the competition risks of algorithms and dynamic pricing over the last few years. Recent activity includes the launch of an investigation into the suspected exchange of competitively sensitive information through a data analytics tool, and a blog post on algorithms, AI, and collusion. The CMA is also actively considering the risks and impact of tools such as AI agents and dynamic pricing, from the consumer protection angle.

In the EU, the European Commission recently launched several confidential investigations into the use of pricing algorithms. In the EU, the European Commission is pursuing several confidential investigations into the use of pricing algorithms. Competition authorities in Italy and the Netherlands have also launched market investigations into the use of pricing algorithms in the aviation industry.

Read our more detailed update [here](#).

The Niche

U.S. DOJ and Live Nation Settle, but the Trial Continues

On March 9, 2026, the DOJ announced a proposed settlement with Live Nation and Ticketmaster in their Southern District of New York litigation over allegations that the entities engaged in unlawful monopolization, using the 2010 Ticketmaster acquisition to dominate the live entertainment market.

The settlement, as evidenced by [a term sheet](#), does not require Live Nation to divest Ticketmaster but does call for Live Nation to make Ticketmaster's ticketing system available as a standalone platform that competing online ticketing services can choose to use independently. It also prohibits Ticketmaster from pressuring venues to rely on it as an exclusive provider of tickets. The settlement provides for a \$280 million settlement fund meant for state AGs that join the settlement.

However, not every state AG has joined the settlement. As of March 16, trial had resumed, with a coalition of state AGs who had rebuffed the settlement package leading the charge.

Other Interesting Recent Antitrust Developments

US, UK, and Australia: On March 10, 2026, Google LLC and Epic Games Inc. reportedly settled Epic's claims against Google worldwide, including in the U.S., Australia, and UK, relating to Google's removal of Epic's Fortnite game from the Google Play Store, in alleged retaliation for Epic circumventing Google-controlled user payment infrastructure.

US: On March 6, 2026, the Ninth Circuit denied NHK Spring Co.'s bid for a rehearing. NHK Spring will seek certiorari of the Ninth Circuit's panel ruling that revived several of Seagate's antitrust claims related to hard-drive component pricing that had been barred by the Foreign Trade Antitrust Improvements Act.

US: On March 6, 2026, the FTC refused to quash a subpoena issued to NewsGuard Technologies as part of its investigation into alleged censorship of conservative viewpoints. The decision is indicative of a renewed Trump Administration push targeting content moderation policies and information quality controls.

EU: On March 12, 2026, the European Commission and European Data Protection Board [published](#) the submissions in the public consultation on their draft joint guidelines addressing the interplay between the Digital Markets Act and General Data Protection Regulation, aimed at harmonizing certain elements of competition and privacy regulation in digital markets.

Italy: On March 17, 2026, the Italian Competition Authority [launched](#) a market investigation into the quantum computing sector to examine possible competition issues and, "more broadly, the potential for technological pre-emption across an entire strategic sector."

What's in the Pipeline?

- On February 24, 2026, President Trump announced a "Ratepayer Protection Pledge," whereby major technology firms would commit to cover the cost of powering their data centers, which may include constructing power facilities. If implemented, this pledge may create vertical integration questions and may create barriers to entry for new players.
- In Q2 2026, the European Commission will adopt the new version of the EU Technology Transfer Block Exemption Regulation and its accompanying guidelines, which set out the conditions for an antitrust safe harbour for certain types of technology agreements.

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