



Competition in the AI landscape New approaches to measurement and indicators

Event organised in the context of the OECD Horizontal Project on Artificial Intelligence

**Joint across the Economics Department,
Directorate of Financial and Enterprise Affairs (Competition Division)
and Directorate for Science, Technology and Innovation**

Virtual on Zoom | Register [here](#)

Date: 9 April 2026 | **Time:** 13:30 – 17:05 CEST (Paris time)

AGENDA

13:30 – 13:40	Opening remarks Filiz Unsal, Deputy Director, Economics Department, OECD
13:40 – 14:00	Introductory speech Anton Korinek, Professor of Economics, University of Virginia Q&A (5 mins)
14:00 – 15:15	Session 1 – Competition in AI markets: what are the key issues? <p>Artificial intelligence promises to be the latest General-Purpose Technology, with a potential to profoundly transform the economy. The rapid pace and broad scale of AI development are reshaping market structures and competitive dynamics, with significant implications for how future economic benefits will be distributed. Understanding the key drivers in AI markets and identifying the main policy challenges is essential to prevent excessive concentration of the technology and ensure that the gains from AI are shared more evenly.</p> <p>This session will bring together leading experts to explore the fundamental questions surrounding competition in AI. The discussion will emphasize how AI is altering existing market structures, influencing innovation dynamics, and raising new competition challenges. Panelists will highlight emerging forms of market power, the importance of network effects, vertical integration, barriers to entry, and the implications these trends hold for effective competition policy.</p> <p>Chair: Antonio Gomes, Deputy Director, Directorate for Financial and Enterprise Affairs, OECD Setting the scene: Richard May, Competition Expert, Directorate for Financial and Enterprise Affairs, OECD</p>

	<p>Roundtable</p> <ul style="list-style-type: none"> • Julian Wright, Professor of Economics, National University of Singapore • Katie Curry, Competition Economist, RBB Economics • Ana Sofia Rodrigues, Member of the Board, Portuguese Competition Authority • Anton Korinek, Professor of Economics, University of Virginia <p>Q&A (10 mins)</p>
<p>15:15 – 15:30</p>	<p>Break</p>
<p>15:30 – 17:05</p>	<p>Session 2 – Measuring competition in AI: indicators and market trends</p> <p>Measuring competition in artificial intelligence presents significant challenges. Advances in AI are transforming business processes, market structures, and the quality of goods and services in ways that are not readily captured in traditional indicators, a difficulty compounded by the rapid pace of innovation. As a result, defining markets, identifying key players, and assessing market power is particularly complex and uncertain.</p> <p>This session will help address these challenges by presenting emerging empirical approaches for measuring competition along the AI value chain. Panelists will share recent evidence on developments in the market for AI foundation models, and discuss how AI is reconfiguring both upstream and downstream markets, helping to clarify how these markets are evolving and where potential competition concerns and bottlenecks may arise.</p> <p>Chair: Cristiana Vitale, Senior Economist, Economics Department, OECD</p> <p>Assessing competition along the AI value chain</p> <ul style="list-style-type: none"> • Vatsala Shreeti, Economist, Bank for International Settlements <p>Foundation models</p> <ul style="list-style-type: none"> • Setting the scene: Peter Gal, Senior Economist, Economics Department, OECD • Mert Demirer, Assistant Professor at the MIT Sloan Applied Economics Group • Thibault Schrepel, Associate Professor of Law, Vrije U. in Amsterdam and Faculty Affiliate at Stanford University <p>Q&A (5 mins)</p> <p>Downstream AI markets</p> <ul style="list-style-type: none"> • Setting the scene: Sara Calligaris, Senior Economist, Directorate for Science, Technology and Innovation, OECD • Tania Babina, Associate Professor of Finance, Smith School of Business and U. of Maryland <p>Q&A (5 mins)</p>
<p>17:00 – 17:15</p>	<p>Closing remarks</p> <p>Audrey Plonk, Deputy Director, Directorate for Science, Technology and Innovation, OECD</p>