

**Competition and Consumer Protection in  
the 21st Century Hearings**

**Project No. P181201**

**BEFORE THE  
FEDERAL TRADE COMMISSION**

**General Comments of the Association of American Publishers**

The Association of American Publishers |AAP appreciates the opportunity to comment on the Federal Trade Commission's request for comment in connection with its planned hearings on "Competition and Consumer Protection in the 21st Century," Project Number P181201.

AAP advocates for U.S. book, journal, and education publishers on matters of public law and policy. Our principal focus is to achieve and maintain a publishing business environment that recognizes, incentivizes, and protects competitive investments of publishers in bringing creative expression, professional content, and learning solutions to the public.

This FTC inquiry is both timely and important in light of the significant roles certain internet platform businesses play, and are likely to play in the future, in the search for and delivery of news and information, creative content, goods and services. As an association of companies that invest in and support the development of creative content, as well as make, market and sell content-based products to consumers through multiple channels, we welcome in particular the Commission's focus on the appropriate analyses to be used in applying the U.S. antitrust and competition laws to online platform businesses, and particularly to conduct that unlawfully aggregates and preserves market power at the expense of innovation and market dynamism.

AAP looks forward to participating in the upcoming public hearing and comment processes regarding many of the topics outlined in the notice, and to filing more specific additional comments as appropriate in that context.

Respectfully submitted,

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President and CEO