TIMELINE
DMA IMPLEMENTATION

2020

PROPOSAL

DECEMBER
European Commision
Law Proposal

2022

DECEMBER
Firm proposal to
implement the DMA

2023

MAY
Proposal for the assessment of **potential gatekeepers by the EU**

JULY
Self-exclusion of Booking.com as
gatekeeper

GATEKEEPERS DESIGNATION

SEPTEMBER
Confirmation of the list of gatekeepers by the EU
(excluding **Booking.com**)

6-month period for implementation of DMA
regulation begins

2024

19 JANUARY
Google rolls out DMA changes
affecting Google Hotel Ads on
90% of traffic in DMA markets

DEPLOYMENT

1 MARCH
Booking.com notifies the EU of its potential
gatekeeper status. The EU has 45 working days
to ratify or not the notification

45 days

7 MARCH
Google rolls out the changes imposed
by the DMA on 100% of traffic

25 MARCH
Following 18 days of full implementation,
the EU **opens investigation against
Google and other platforms** for non-
compliance with the DMA directive

INVESTIGATION

FUTURE

13 MAY
EU deadline for ratification or non-ratification
of **Booking.com** gatekeeper status

European
Union

NOVEMBER
**EU target date for notifying
Booking.com of changes to be made
to its platform** in the event that it is
ratified as a gatekeeper (six months
after ratification, should this occur)

2025

Review and update of obligations

?

Download detailed timeline here CLICK!

mirai