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1. Introduction

Advances in technology continue to drive economic growth and transform markets around the world. Consumers have benefitted from this growth in the form of free or low-priced services, better quality goods and services, more choices, and innovative new products. Businesses have developed new tools that use data in

12. Starting with a simple case, an agreement among competitors to use a common computer system to establish or implement an illegal pricing agreement is a violation of U.S. law. For example, in 1994 the DOJ settled accusations that six airlines used a jointly owned computerized online booking system, the Airline Tariff Publishing Company (ATP), to communicate and set collusive airline fares. Although ATP provided a means for the airlines to disseminate fare information to the public, it also provided a forum for the airlines to engage in essentially private dialogues on fares. Certain features of the