

Andreea Antuca

Senior Consultant

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Languages: English and Romanian



Expertise

- Antitrust
- Antitrust damages
- Collective and class actions
- Data Science and Analytics
- Finance and Valuation
- Market Investigations
- Public Policy and Impact Assessment
- Strategy
- Transaction Advice

Sectors

- Digital
- Telecoms, Media and Technology

Profile

Andreea is a Consultant in Oxera's Digital practice and a member of the Competition team. She has experience in merger reviews, litigation, market investigations, data valuation and public policy assessments. She advised a range of clients including goods manufacturers, consumer organisations, telecoms firms and digital platforms.

In 2022, Andreea completed a six months secondment at the UK Competition and Markets Authority (CMA), where she worked on the Mobile Ecosystem Market Study and an antitrust investigation relating to a large online platform. She won the International Institute of Communications 2021 Future Leaders Competition with her entry 'How to achieve a delicate balance – principles for regulating internet intermediaries'.

Before joining Oxera in 2017, Andreea completed an MPhil in Economics at the University of Oxford focusing on industrial organisation and econometrics. She also worked as a research assistant on projects ranging from impact evaluation, labour markets and immigration to developing differential privacy algorithms for open data.

Selected professional experience

- Provided economic advice to a UK organisation acting as a defendant in a class action (2024–)
- Advised on data products and strategy for a financial services firm (2024)
- Assisted Whirlpool and Arçelik in gaining unconditional merger clearance from the European Commission (at Phase 1) and the Competition and Markets Authority (at Phase 2) (2023–24)
- Assisted in the preparation of an economic expert report for a telecoms firm in a dispute under the rules of ICSID (2023)
- Provided economic advice on the consumer duty to a UK insurance company (2023)
- Provided economic advice to a sports organisation in an alleged abuse of dominance case (2022)
- Contributed to the CMA Mobile Ecosystem Market Study while on secondment (2022)
- Assessed the economics of business practices included in the Digital Markets Act (DMA) for an industry association (2021–22)
- Assisted in the preparation of expert evidence on behalf of Comparethemarket in its successful appeal of a Decision by the Competition and Markets Authority concerning most favoured nation clauses (2021–22)
- Advised on market design and platform governance in an open data project for a health services provider (2021)
- Provided economic advice on measurements of digital innovation for a large technology firm (2020–21)
- Advised an online food platform in a competition case in Kuwait (2020)
- Assessed the impact of changes to competition law in the UK for a consumer association (2020)
- Assessed the impact of the Digital Services Act (DSA) on business users for Allied for Startups (2020)
- Advised a transport association on a framework for assessing the potential and realised value of GB rail data (2020)
- Collaborated with UITP on the report ‘Sharing of Data in Public Transport: Value, Governance and Sustainability’ (2019–20)
- Provided strategic advice on performance for a UK comparison website (2019–20)
- Assessed the economic benefits unlocked by the network upgrade to gigabit connections for Liberty Global (2019)
- Supported the Co-op during the CMA market investigation into the funeral sector (2018–20)
- Supported Circle Health with competition due diligence prior to its acquisition of BMI Healthcare in the UK (2019)
- Contributed to an economic expert report in a class action case in the UK for a European truck manufacturer (2018–21)
- Assessed and summarised competition cases in the digital sector for a consumer association (2018)
- Assessed the economic impact of Android OS in Europe for Google (2018)
- Advised a third party on a merger in the telecoms sector in South America involving sports rights distribution (2018)
- Contributed to a practical guide to margin squeeze tests for a European telecoms operator (2018)
- Advised a company in the pharmaceutical sector in the context of an investigation by the Italian Competition Authority into a potential anticompetitive conduct (2018)
- Analysis for a UK firm during a pre-merger notification to the UK Competition and Markets Authority (2017–18)

- Provided economic advice to truck manufacturers defending multiple damages claims following a finding of an Article 101 infringement by the European Commission (2017–2019)
- Estimation of consequential losses in the context of a commercial dispute between mobile network operators, on the claimant side (2017)
- Economic analysis for BT on a 'fair bet' framework for the regulation of fibre broadband services (2017)
- Economic advice in a class action damages quantification exercise for a defendant in Chile in the FMCG sector (2016–17)
- Analysis of a randomised control trial field experiment for a UK retailer (2016)

Selected Publications

- Antuca A., Niels G. and Ralston-Smith R. (2023), 'Compare the Markets: Two-Sided Market Definition in the Comparethemarket Case', CPI Antitrust Chronicle, January.
- Antuca, A. and Noble, R. (2021), 'Data: how it affects competitive dynamics, how to value it, and whether to provide third-party access to it', Competition Law Journal, 20:2, pp. 102–10.

Qualifications

- MPhil Economics, University of Oxford, UK
- MA Economics and Politics, University of Essex, UK