

# Navigating the digital marketing ecosystem: implications of the European Digital Services Act Package

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## **Abstract:**

The growing dominance of digital platforms has sparked calls for stricter regulatory measures. This paper delves focuses on the European Digital Services Act package, which includes the Digital Services Act and the Digital Markets Act, providing a systematic review of research trends concerning public policy issues impacting the European marketing ecosystem.

Drawing on an in-depth analysis of interdisciplinary scientific literature, the study presents a qualitative assessment of existing regulations and their effects on consumer protection, advertising standards, and governmental roles in marketing practices. The research is based on a comprehensive review of academic works, legal documents, policy and industry reports, utilizing the CELEX internet database. This study contributes to the discourse on the evolving regulatory framework for digital platforms and its broader implications for European media markets.

*Keywords: Europe, regulation, digital platforms*

*Track: Advertising & Marketing Communications*