Shifting the Digital Paradigm: Towards a *Sui Generis* Competition Policy

**Abstract**

This article offers a conceptual legal-theoretical framework to the socio-economic processes, compelling the introduction of the DMA proposal. This allows to explain the narrative within which the proposed rules are emerging, and as such helps to understand better the essence of the rules. It discusses the central features of the old (current) and the new (emerging) paradigms of competition policy. The article shows how and why the evolution of the digital economy is leading to the re-interpretation of the established objectives of competition law and the recalibration of the available instruments of competition enforcement, thereby modifying the very nature of competition law, economics and policy.