

D.C. Insiders Don't Get It: AICOA Would Break Popular Products Americans Love

Last Congress, the American Innovation and Choice Online Act (AICOA) met stiff pushback from key consumer advocates and lawmakers on both sides of the aisle over real concerns that the bill would break consumers' favorite tech products and digital services and take away pro-consumer and pro-competitive innovations that have made Americans' lives easier.

Now, as Washington, D.C. insiders are moving to reintroduce a new version of AICOA with the same tone-deaf provisions, these lawmakers and officials want to impose their view of what's best for the very consumers who love the products and services AICOA would break.

Here's what AICOA would mean for American consumers.

Key supporters of AICOA don't think Americans need access to free and inexpensive products that help consumers cut costs. According to some lawmakers and advocacy groups, the services provided by top American companies are too convenient and affordable.

- Congressman Ken Buck, the lead Republican sponsor of AICOA's House companion bill, [quipped](#) that Americans "don't need next-day delivery."
- Senator Amy Klobuchar, AICOA's top sponsor in the Senate, when responding to criticism that her bill could break products and services that help Americans cut costs, derided those concerns as "[ridiculous](#)," despite economic data showing her bill could create a \$22 billion loss for consumers.
- FTC Chair Lina Khan [argued](#) that antitrust enforcers should move away from the long-held consumer welfare standard, which would mean breaking popular products that Americans love to target successful U.S. companies – [even](#) if they offer low prices and convenient services to customers.

- Instead of letting American consumers decide who wins in the market, top White House lawyers have [suggested](#) applying antitrust regulations to highly competitive markets that provide popular products and services.
- Leaders at the Washington, D.C.-based Institute for Local Self-Reliance, an advocacy group that supports AICOA, [argued](#) that Amazon's plan to offer affordable prescription drugs would save American consumers too much money.

Consumer advocacy groups and lawmakers on both sides of the aisle disagree, arguing that Americans should have access to popular free, and inexpensive products and services.

They believe tone-deaf Washington insiders shouldn't break free Google products, like Search and Maps, or inexpensive, convenient services like Amazon Prime that Americans love and use to keep costs low.

- The fact that AICOA would break popular products that Americans love is a real concern that's been raised by lawmakers from across the political spectrum. AICOA received strong condemnation from Republican Senator Mike Lee, who [stated](#) that the bill would result in, "the removal of popular products and services that have benefited consumers." Democratic Senator Alex Padilla argued that he "respect(s) that many consumers like the convenience of self-preferencing that enables them to type something into a search engine and receive answers to their queries right then and there without having to go through additional clicks or additional links."
- Experts agree that AICOA poses a threat to American consumers and would fundamentally disregard the purpose of antitrust law: to protect consumers. Americans for Tax Reform Founder Grover Norquist [noted](#) that "(AICOA) shifts antitrust law away from the long-held consumer welfare standard, which protects consumers from harm...This legislation bans companies over a government-determined size from selling or providing private-label products on their own platforms, a practice beneficial to consumers."
- This [statement](#) from the Progressive Policy Institute echoes similar concerns, arguing that, "for consumers, integrated online services are a valued feature of the products provided by platforms. By taking this integration away or requiring that it be offered at cost, Americans who depend on these services will be left worse off with the passage of this bill."

Americans want Washington to focus on the issues that matter instead of breaking the products and services they love.

- Transforming antitrust law to target highly competitive U.S. companies isn't a priority for Americans. Instead, voters [want](#) Washington to focus on real issues, like driving down inflation and reducing healthcare costs.
- Americans love using free Google products like Search and Maps, which provide American consumers with quick, free access to high-quality information. [80%](#) of Americans agree that tools like Search and Maps make finding what they're looking for easier.

Amazon Prime is a service that millions of American consumers enjoy using. [70%](#) of Americans enjoy shopping online because of the quick, convenient, and affordable two-day shipping that service like Amazon Prime provides.