

Japan's Experience on Competition Law Enforcement against Exclusive Dealings

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DeNA Case

(Jun 2011 JFTC Order)



Players in the Japanese Mobile Social Gaming Market

Mobile social gaming market

DeNA Co., Ltd.

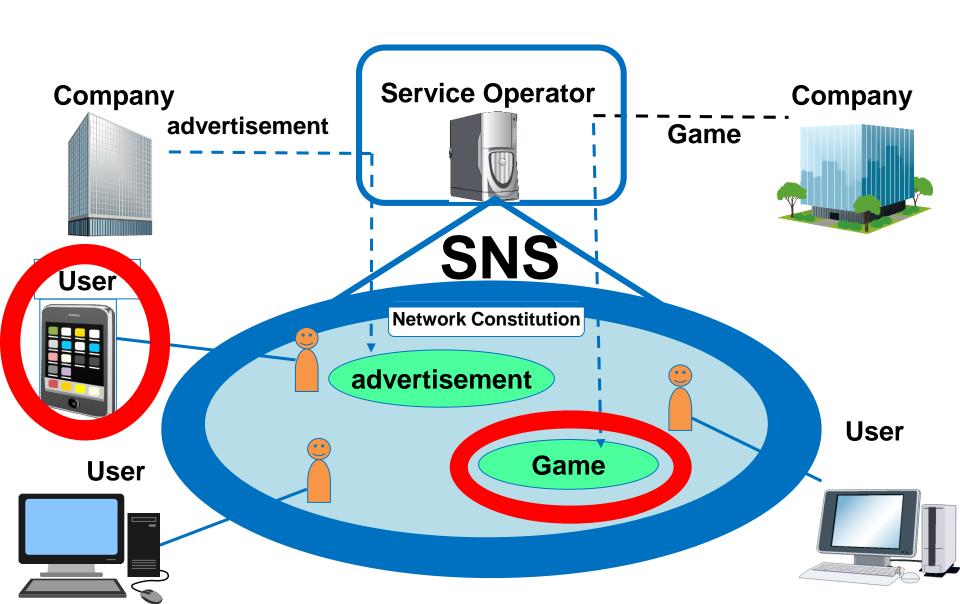
GREE, Inc.

Mobage

GREE

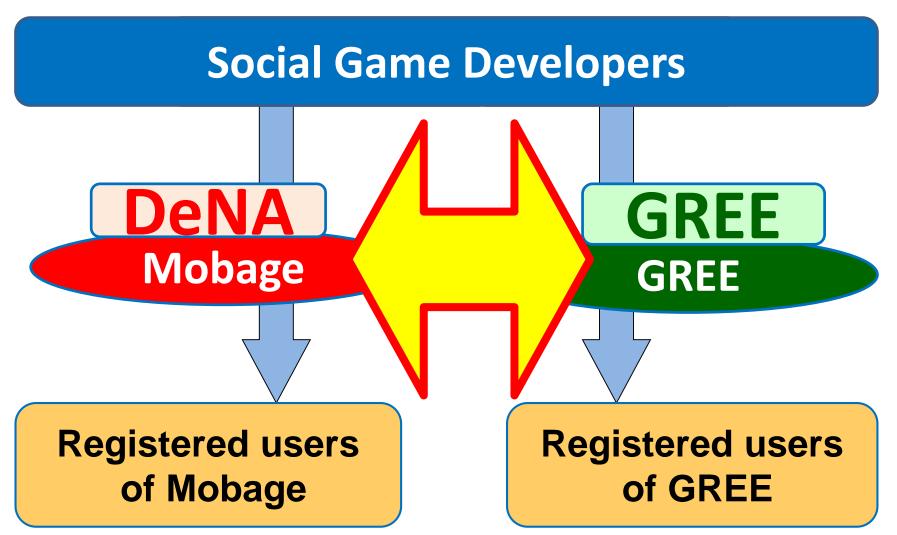


What is Mobile Social Game?



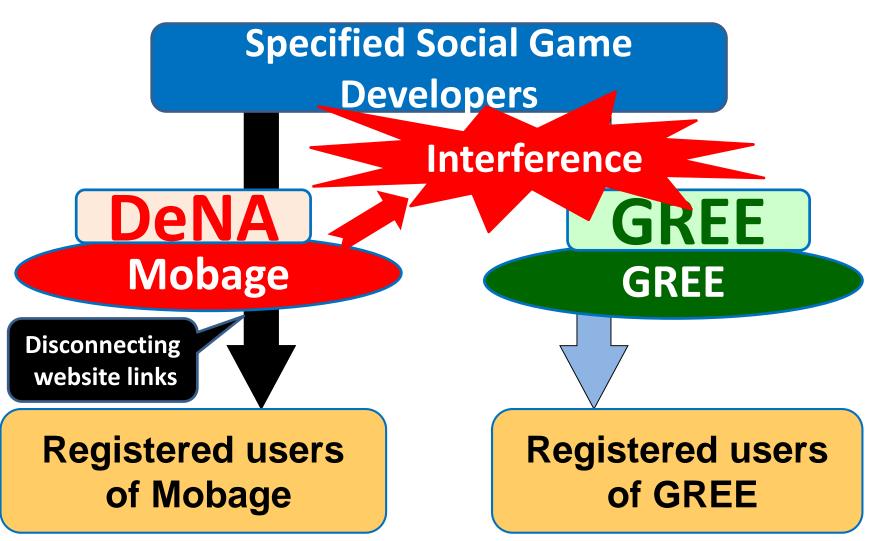


Newly Added Platform Business





Newly Added Platform Business





"Interference with Competitor's Transactions"

- ◆The JFTC found the link-disconnecting action by DeNA interfered with the trade between the specified social game developers and GREE.
- ◆The action falls within the concept of "interference with competitor's transactions".
 - ----one type of unfair trade practice regulated by the Antimonopoly Act, Article 19----

(designated in paragraph 14 of the "FTC Public Notice" which is called "Designation of Unfair Trade Practices")



Analysis on DeNA case

- Means to Create Exclusivity
 - "De Fact Exclusivity"
- Evaluating Competitive Effects
 - Market Coverage
- Evidence of "Foreclosure Effect"



Thank you very much for your attention!



Japan Fair Trade Commission (https://www.jftc.go.jp/en/index.html)