

# 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

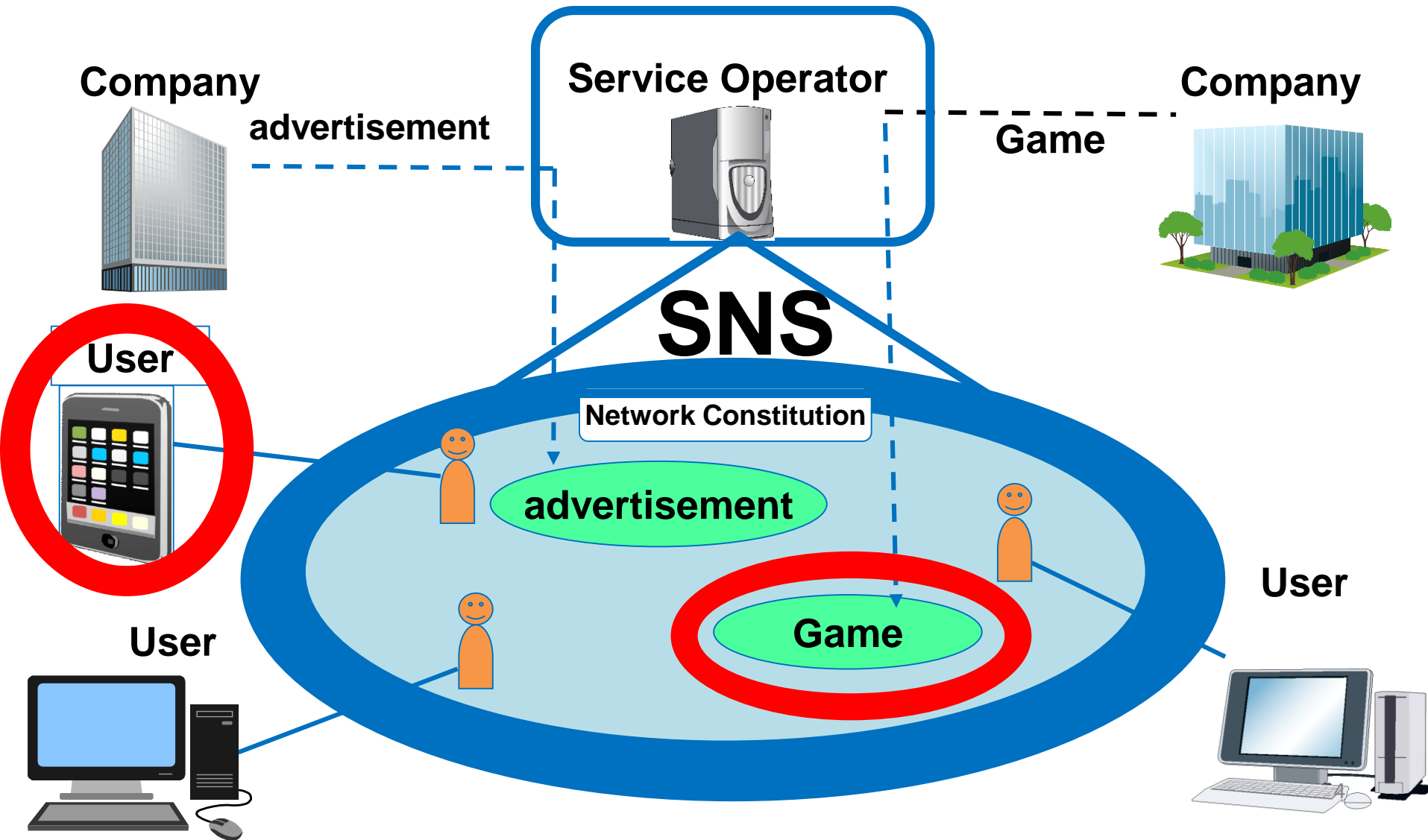
**DeNA** Co., Ltd.

**Mobage**

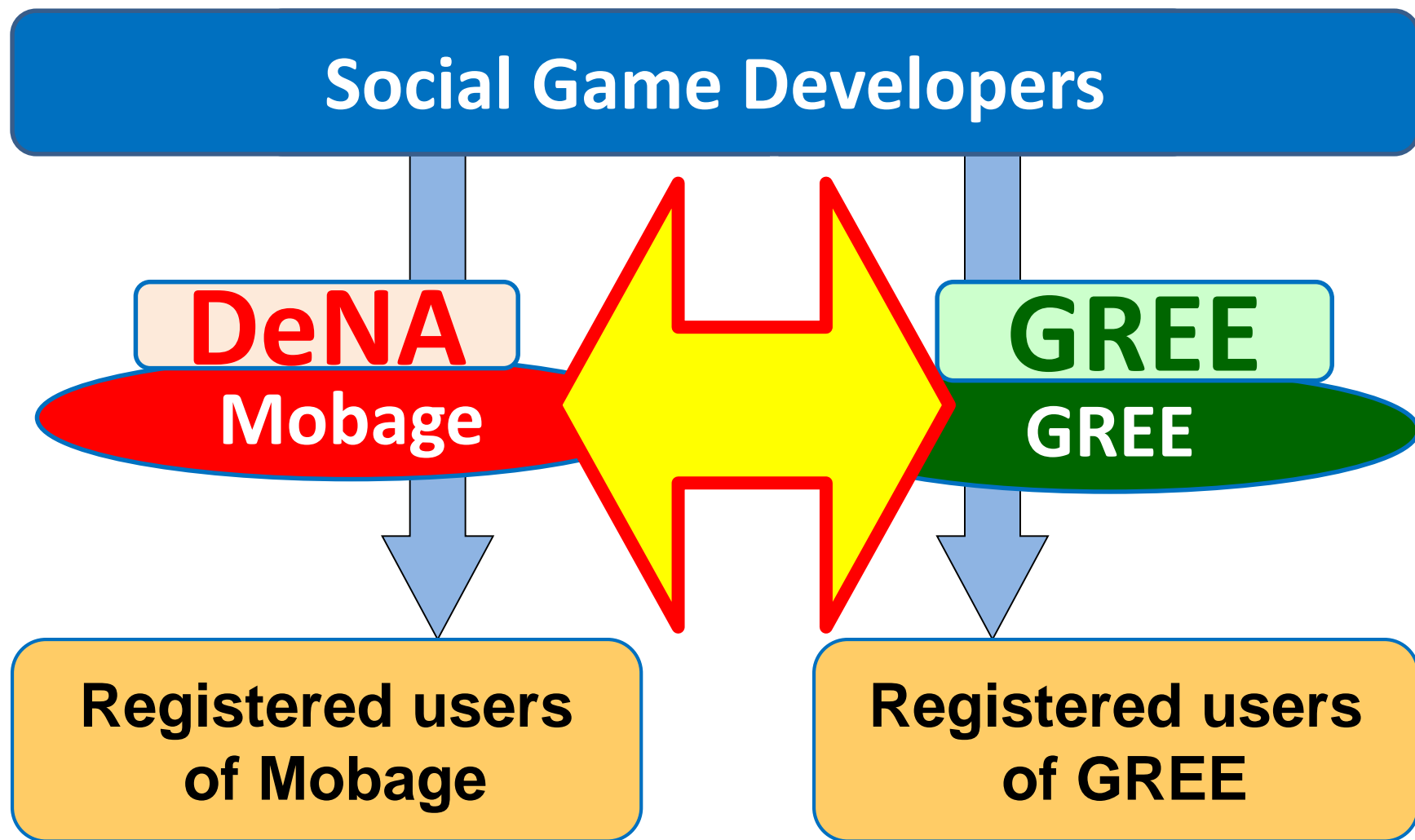
**GREE**, Inc.

**GREE**

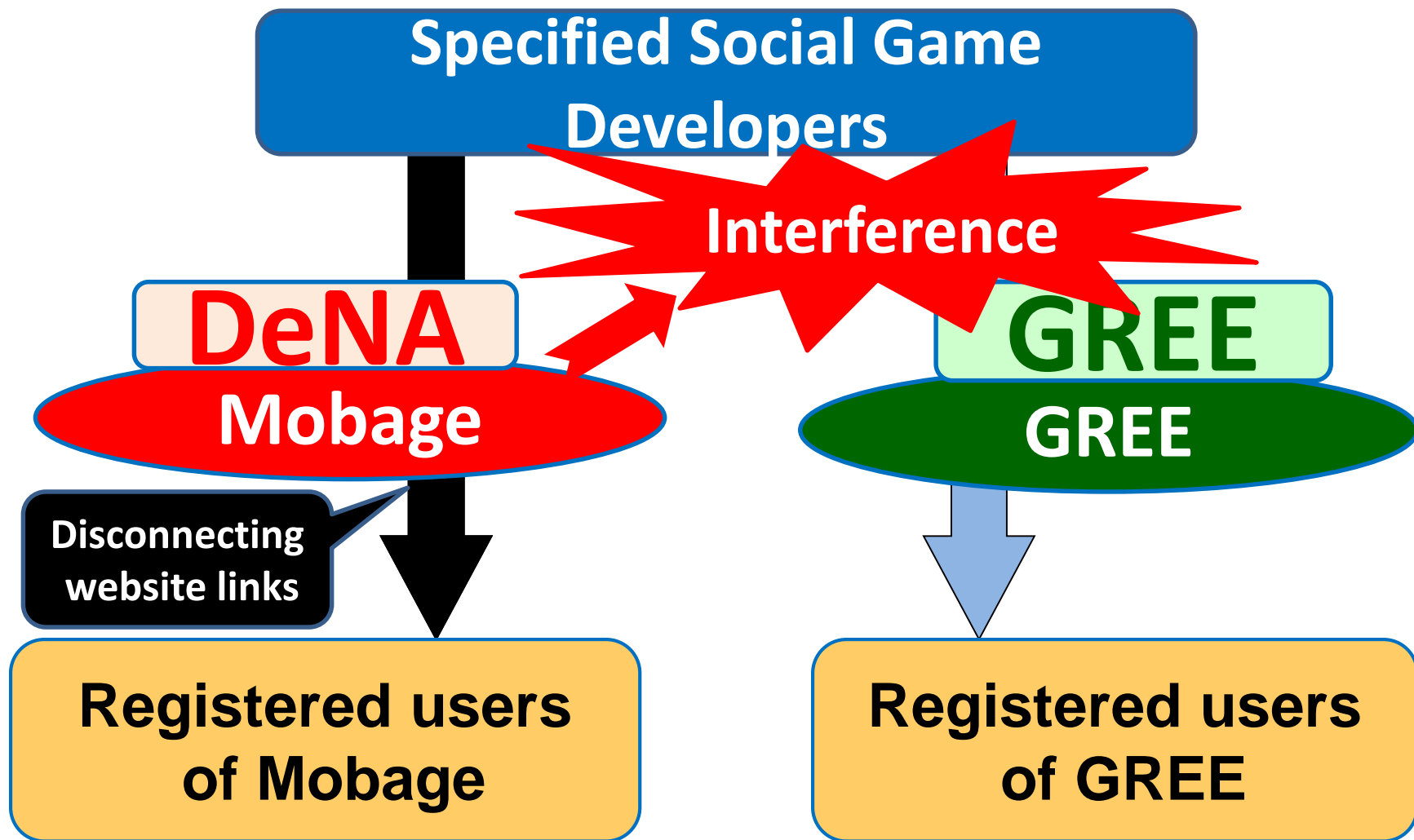
# What is Mobile Social Game?



# 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>)**