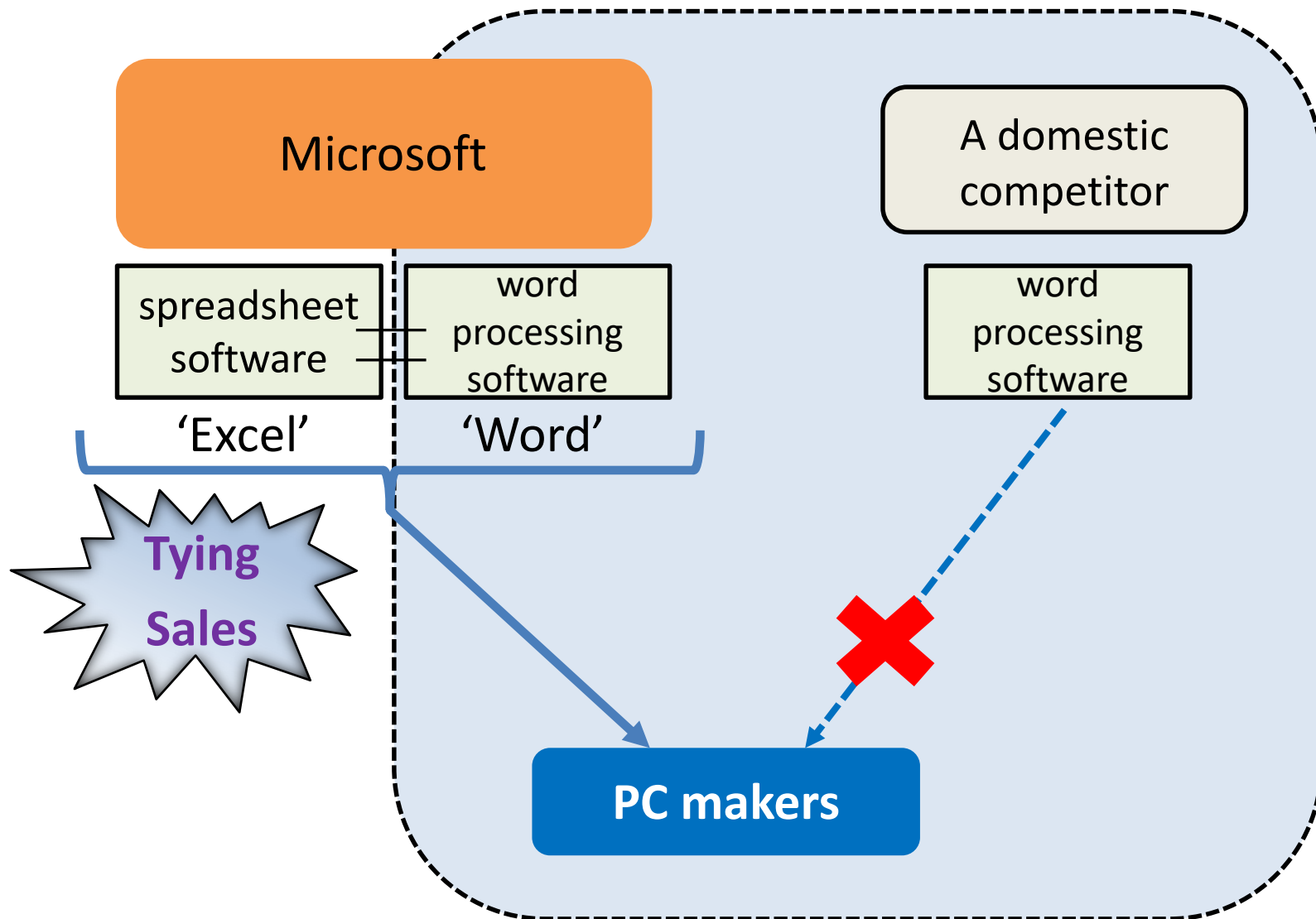


Plenary Session No.2

Tying: recent theory and practice in digital markets

*ICN Unilateral Conduct Workshop
November 14 - 15, 2019 Mexico City*

Microsoft case (Dec.14, 1999)



Report regarding Fact-Finding Survey on Digital Platforms (published on October 31, 2019)

Method

(1) Information-offering form
(As of Sept. 30, 2019)



- Online retail platform	795
- App store	20
- Others	99
Total	914

(2) Questionnaire (Feb. - Mar. ,2019)



- Surveys regarding trade practices on **online retail platform**
- Surveys regarding practices on **app store**
- Surveys regarding **users (consumers) of digital platforms**

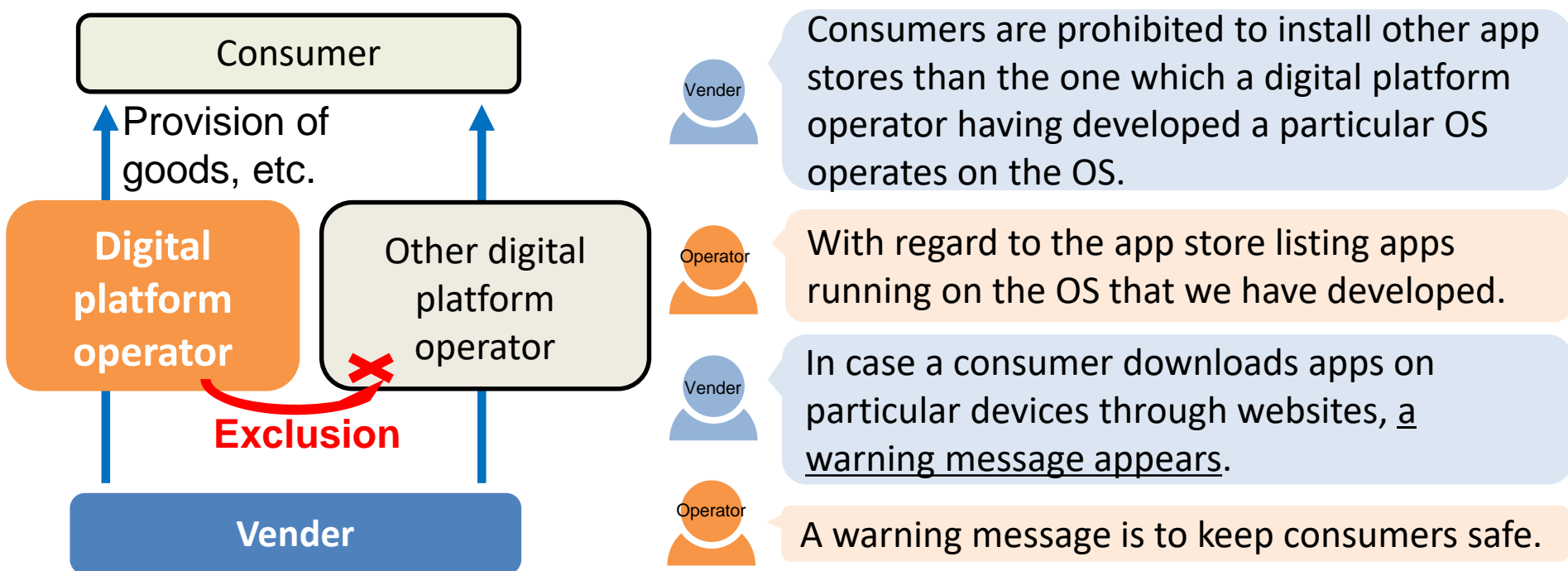
※Interim report published April 17, 2019

(3) Voluntary interview
(As of Sept. 30, 2019)



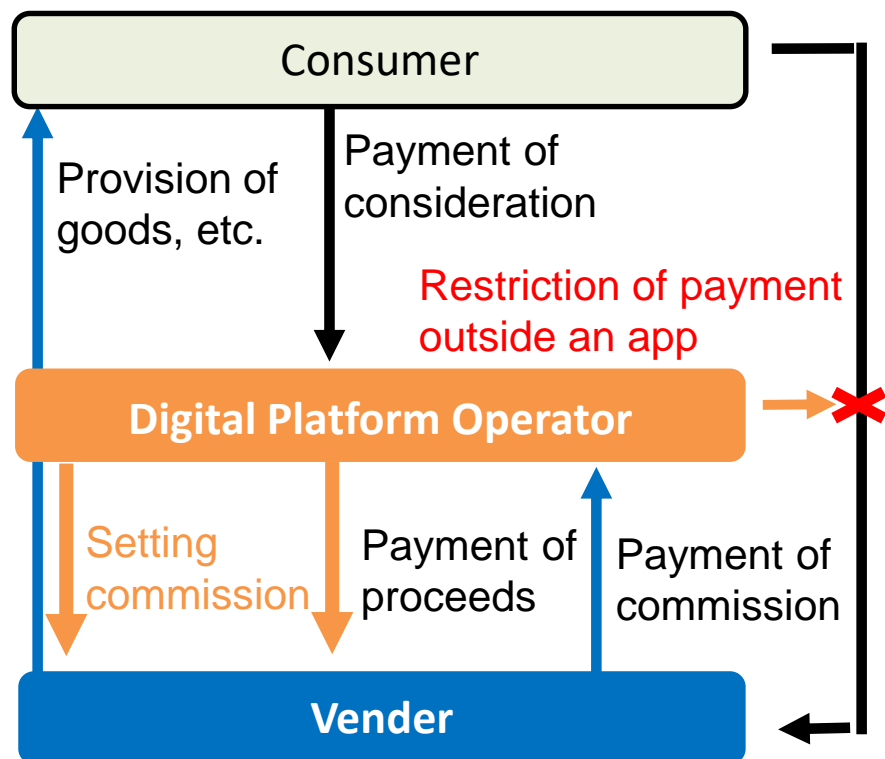
•Online retail platform operator	5
•Seller on online retail platform	42
•App store operator	3
•App vendor	43
Total	93

Restriction of use of other app stores



- ★ Unjustly interfere with a transaction between competing digital platform operator(s) and sellers/consumers
 - It could be a violation of the Antimonopoly Act (e.g. Interference with a Competitor's Transactions).

Setting a commission on a electronic payment through an app and restriction on the payment outside of an app



An electronic payment in an app is the only way which a digital platform operator provides, we are prohibited to encourage a consumer to make an electronic payment outside of an app.



We request an electronic payment through an app, considering a convenience of a consumer and a prevention of a fraud, and to prevent sellers from circumventing a commission.



As a content with an intellectual property right requires a license fee, it is difficult for us to make profits, considering a commission of a digital platform operator.



A commission is one of the necessary costs to operate an app store.

★ Unreasonably force app venders to use electric payment in app and prohibit a payment outside of an app

→ It could be a violation of the Antimonopoly Act (Trading on Restrictive Terms, Interference with a Competitor's Transactions).

Recent Case : Airbnb case (Oct. 10, 2018)

