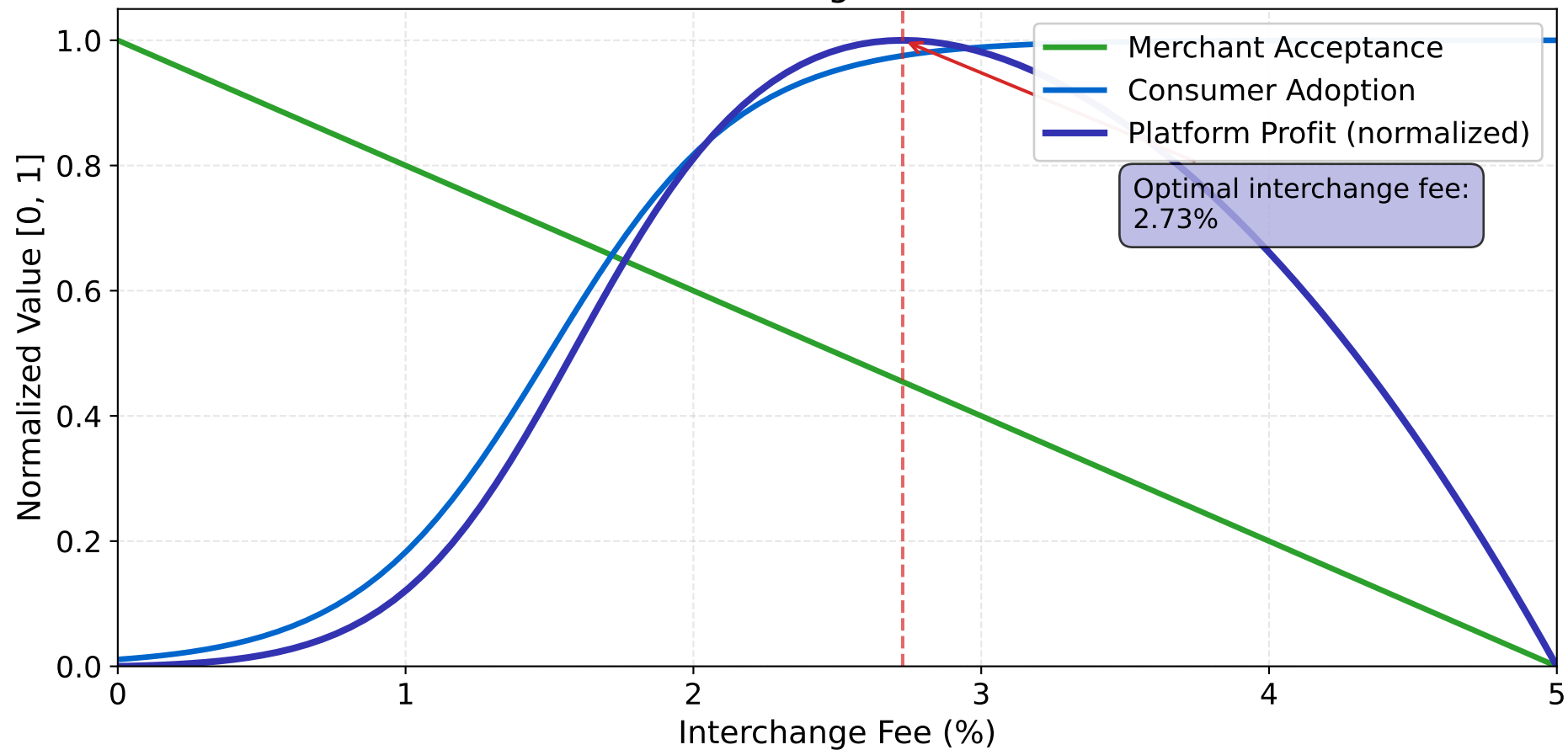


Two-Sided Market: Balancing Merchants and Consumers



Rochet-Tirole Two-Sided Market Model:
Platform must balance two sides with opposing fee preferences.
Optimal interchange fee maximizes total platform profit
by balancing merchant acceptance vs consumer adoption.