

Platform Overview(1)

플랫폼 개요

Platform ?

Two obvious/definite facts

1. No one knows the future
2. The importance of the platform continues to grow

The protagonist that made Google a powerful company in a short time

→ **PLATFORM**

● **Platform Big 4 Companies for 1990 ~ early 2000s**

- ① **MS**
- ② **Intel**
- ③ **Cisco**
- ④ **Dell**

◆ **Platform Big 4 for 2008 ~ Now**

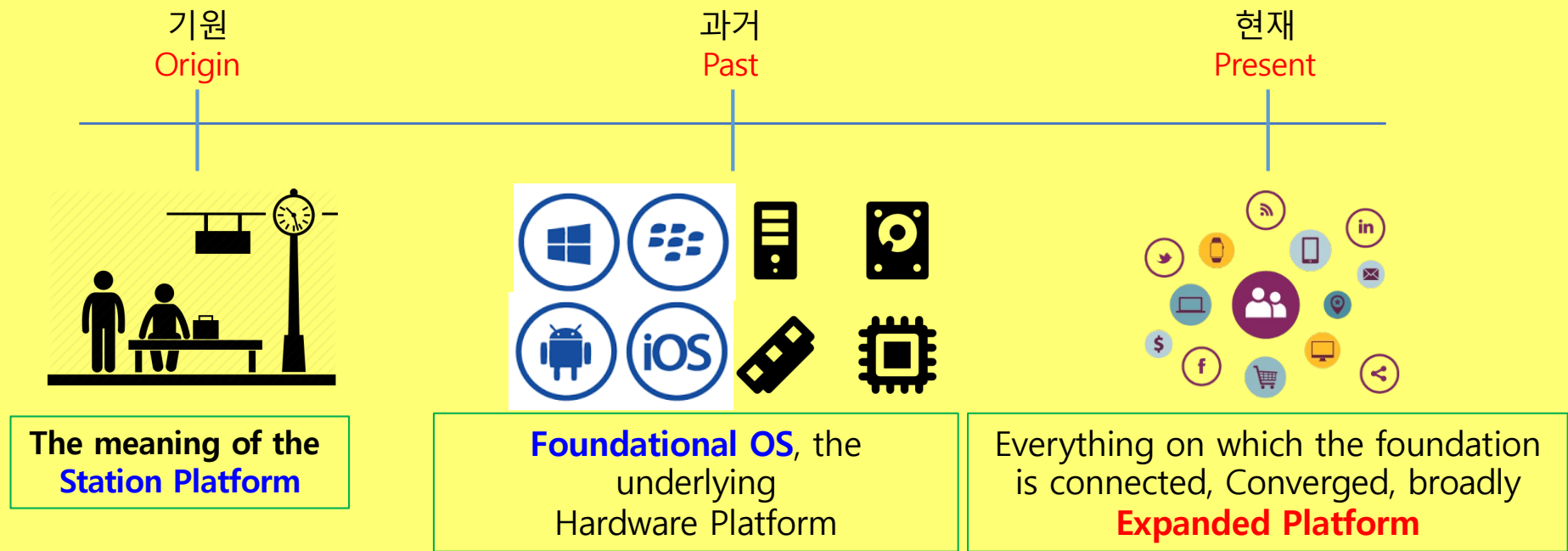
- ① **Apple**
- ② **Google**
- ③ **Amazon**
- ④ **Meta (Facebook)**

◆ Why the platform is getting attention in the smart era

→ "All business competition is moving to platform wars"

- ① Expanding their revenue or growing into big companies
- ② Rapidly Advancing Technologies → A company does not provide all services, but responds quickly through partnerships/alliances
- ③ Due to the intensification of global competition, the demands of various customers and the acceleration of technological innovation, the life cycle of products is minimized, and various types of small-volume production are required
- ④ Digital convergence → integration into new media, heterogeneous industries take place and activates through the platform

❖ Change Process of Platform Definition/Meaning



In the era of transition to a hyper-connected society, H/W and S/W are converged and the needs of open ecosystem is highlighted. Therefore, the scope of the platform is changed to the meaning of enabling the operation or operation of Services, Contents, S/W or H/W more broadly than in the past.

● Platform Definition (1)

- Platform is a compound word of '**plat**' and '**form**' which means '**form of a divided land**' → A space that can be used in various forms depending on the purpose
- A platform is a flat, **raised structure**, usually made of wood, which people stand on when they make speeches or give a performance
- (v1) A flat place installed above the ground by the railroad to make it easier for passengers to get on and off the train at the station (Korean Dictionary)
- (v2) (**Computer Appearance: Foundation/basis Platform**)
A frame or skeleton that forms the basis for a specific device or system, etc. The hardware (CPU, AP) or software that underlies a computer system (OS, Window, Android, iOS etc.)

● Platform Definition (2)

- **(v3) (Emerging Internet: Intermediate Platform)**
A place where users meet and interact with each other, that is, where buyers and sellers meet and create transactions. (Naver, Facebook, eBay, Amazon, etc.) → Make money by creating various business models
- (v3) A place where people gather, a place where services that people need and want are traded and reproduced while being used, a contact point where the interests of various businesses meet
- **(v3) A place, market : A marketplace/interface that connects various business entities at the same time, where transactions take place → 장(場)**

❖ Platform Classification (Appearance)

외형(Appearance)	Platform Definition	Examples
현실계 (Real world)	Meaning of platform, station	Classroom, Terminal, Department store, Train Platform, etc.
하드웨어(Hardware)	Basis/Foundation for driving S/W	CPU, PC, Game Console, etc.
소프트웨어(Software)	Framework or foundation for development, work/run and operation of S/W	O/S, Android, Middleware, Database, etc.
서비스(Service)	An interactive service or ecosystem that acts as a supplier and consumer at the same time	Portal Service, SNS, Commerce, etc.

❖ Platform Classification (Role)

역할(Role)	Platform Definition	Examples
기반형 (Based type)	The platform on which to implement the functions required by users	O/S, CPU, mAP, etc.
매개형 (Mediated type)	Space for interaction	SNS, Kakao, 11 th Street, G Market, etc.
복합형 (Hybrid type)	Platform where foundation/Base type and intermediary form	Apple Platform, MS Platform, nVidia Platform, etc.

❖ Platform classification (fields)

분야(Fields)	Platform Definition	Examples
Game Platform	Console or application to play game S / W	Play Station 4, X Box, Steam, Origin, etc.
Social Platform	platform that opens the way for online users to communicate and share information	Facebook, Twitter, Kakao, Instagram, etc.
Commerce platform	An online commerce platform that acts as an intermediary between suppliers and consumers	11 th street, Coupang, Gmarket, etc.
AI Platform	A platform that provides data analysis, cloud, natural language processing, image recognition and more from AI	Azure, AWS AI, Siri, SK NUGU, etc.