

# COMPETITION ISSUES IN MOBILE PLATFORM

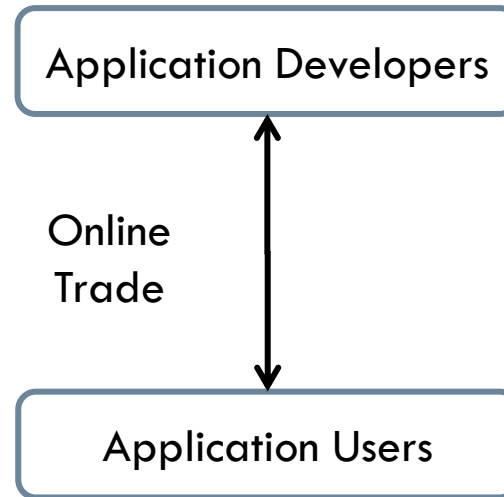
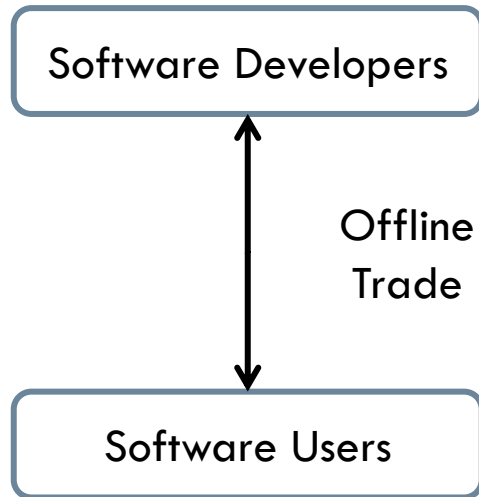
2015. 11. 10

# New Features in Mobile OS Platform

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## Online Distribution Channels for Apps

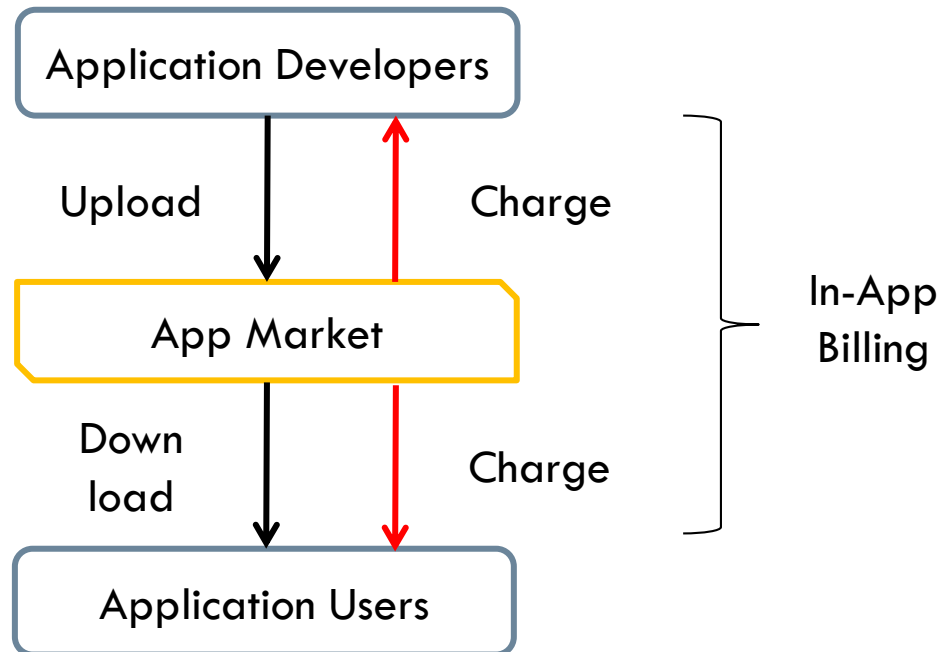
- Desktop OS
  - No Role of OS platform in SW trade
- Mobile OS
  - OS platforms seek for their role in Apps trade



# New Features in Mobile OS Platform

3

- App Markets arise and charge for online apps trade
  - Similar to e-market place
  - New Source for Revenue to OS as an App Market operator

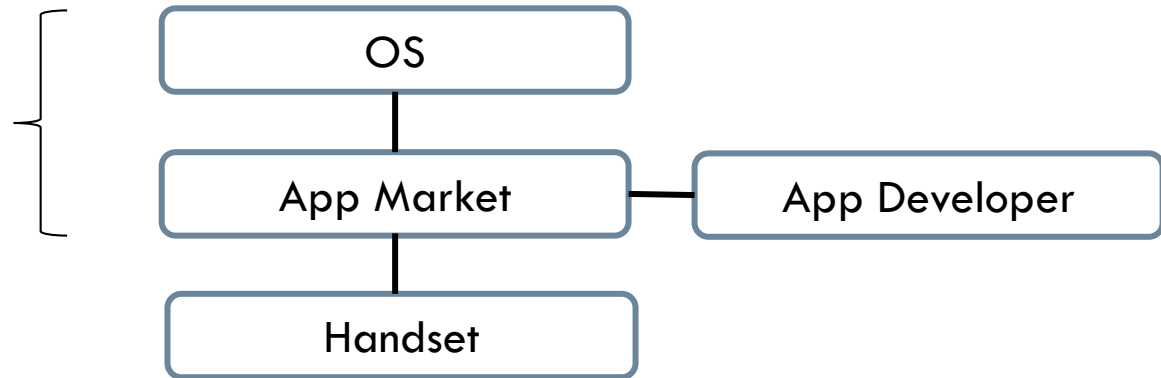


# Competition Issues

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## Vertically Integrated Structure

Multi-Sided  
Platform Business



- It has a large size of initial installed-base

## The Issues: Network Externalities → Tipping

Tying	Issues from New Features
OS with Basic or Killer Apps	may harm OS competition
Apps Pure Bundling	may harm App Market competition
	price discrimination to app developers in in-app billing