ICT LAW & ECONOMY INSTITUTE
308 Xavier Hall, 35, Baekbeom-ro, Mapo-gu, Seoul, 04107, Korea
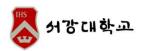T.822 3274 4809 F.822 3274 4809 Email. icle@sogang.ac.kr
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서강대학교

International SEMINAR ON PLATFORMS & MOBILE COMPETITION

- **Date** - June 9 , 2016 (9:30 am – 5 pm)

- **Host** - ICT Law & Economy Institute and Social Science Korea(SSK) Research Group, Sogang University

- **Venue** - Jeong Hasang Hall International Conference Room, Sogang University

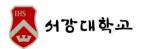- **Master of Ceremonies -** Dae-Sik Hong

- **PROPOSED AGENDA**

- Setting the Scene: Overview of current debates about antitrust and platforms
- From website to apps. Who is competing with whom online?
- Perspective from an SMB / developer about the power of platforms to level the playing field
- Are competition law and policy applicable to the mobile economy and how?
- Building successful platforms - balancing freedom and governance

- **PARTICIPANTS**

From Abroad	Dr. Elizabeth Xiao-Ru Wang, Charles River Associates
	Prof. Daniel Sokol, University Of Florida Levin College Of Law
	Maurits Dolmans, Cleary Gottlieb Steen & Hamilton LLP
	Dr. Vanessa Yanhua Zhang, Global Economics Group
	Prof. Christopher S. Yoo, University of Pennsylvania
	Daniel O'Connor, Computer & Communications Industry Association (CCIA)
	Prof. Renato Nazzini, King's College London
From Korea	Prof. Seonghoon Jeon, Sogang University
	Prof. Dae-Sik Hong, Sogang University
	Sangmin Song, Korea Fair Trade Commission (KFTC)
	Prof. Namhoon Kwon, Konkuk University
	Prof. Jinyul Ju, Pusan National University
	Prof. Sung-Hwan Kim, Ajou University
	Prof. Kyungwon Rhee, Dongguk University
	Prof. Dohoon Kim, Kyung Hee University
	Prof. Yo Sop Choi, Hankuk University of Foreign Studies
	Prof. Jaehyun Nam, Korea University
	Prof. Haksoo Ko, Seoul National University
	Jeong Hee Kang, Samsung Electronics
	Minseok Kim, CEO, SmartStudy

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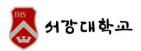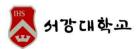www://icle.sogang.ac.kr

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▰ PROGRAMME

Time (TBC)	Programme	Speakers
9:30	**Registration / Welcome breakfast & Coffee**	
10:00 - 10:05	**Opening remarks by host**	· **Sangmin Song**(Director General, KFTC)
10:05 - 10:30	**Setting the Scene : Overview of current debates about antitrust and platforms**	· **Danny Sokol**
10:30 - 12:00	**Panel 1: From website to apps. Who is competing with whom online?** · How should competition regulators approach market definition for online services · Consumer choice, zero switching costs and minimal barriers to entry - signs of a healthy, competitive marketplace? · Intra- and inter-platform competition · The WeChat phenomenon: are messenger apps the new platforms?	**Moderated by:** · **Seonghoon Jeon** (Sogang University) **Participants:** · **Christopher Yoo** (U Penn) · **Elizabeth Wang** · **Sung-Hwan Kim** (Ajou University) · **Kyungwon Rhee** (Dongguk University) · **Jaehyun Nam** (Korea University)
12:00 - 12:20	**Perspective from an SMB / developer about the power of platforms to level the playing field** · Touch on how play delivers global reach · Options for developers to multi-home · Data-driven innovation	**Moderated by:** · **Maurits Dolmans** **Participants:** · **Minseok Kim**, CEO of "SmartStudy" with huge success
12:20 - 1:30	**Lunch** **Gonzaga Plaza VIP Room, Sogang University**	

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Time (TBC)	Programme	Speakers

1:30 - 3:00	**Panel 2: Are competition law and policy applicable to the mobile economy and how? - case studies from Korea and abroad**
	
	· Regulating internet platforms - can one size fit all? Perspectives from the EU debate on platform regulation and competition in mobile
	· Tying in the Digital Space: A Comparison between the Microsoft Cases and Alleged Tying in Mobile Apps for Open-Source Operating Systems
	  - Speak to how Android differs from MSFT
	  - In its Android investigation, the KFTC did a thorough job and made the right decision
	· Understanding Online Platform Competition: Common Misunderstandings
	  - Speak to FB/Whatsapp and Msft/Skype
		Moderated by:
		· **Maurits Dolmans**
		
		Participants:
		· **Dan O'Connor**
		· **Renato Nazzini**
		· **Namhoon Kwon** (Konkuk University)
		· **Jinyul Ju** (Pusan National University)
		· **Jeonghee Kang** (Samsung Electronics)

3:00 - 3:15	**Break**	
3:15 - 4:15	**Panel 3: Building successful platforms - balancing freedom and governance** · Building a successful platform: managing the varying interests of platform participants · Governance systems of internet services: What tools or strategies do platform managers - whether firms, governments or voluntary standards organisations - use to manage the trade-off between variety and compatibility? · Business models in the mobile economy: differences between open source and closed ecosystems · What does history teach us about fragmentation?	**Moderated by:** · **Danny Sokol** **Participants:** · **Christopher Yoo** · **Vanessa Zhang** · **Haksoo Ko** (Seoul National University) · **Dohoon Kim** (Kyung Hee University) · **Yo Sop Choi** (Hankuk University of Foreign Studies)
4:15 - 5:15	**Closing remarks and discussion**	**Moderated by:** · **Danny Sokol**
5:15	**(Optional) Dinner with panelists**	

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■ **LOCATION - Jeong Hasang Hall International Conference Room(302), Sogang University**