

**Panel 1: Who
is competing
with who
online**

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Platform competition

Market Correction vs Government Intervention

Market discipline

Consumer Switch

Government Role is not to punish firms' wrong policies, but to correct 'market mechanisms.'

Market power/ Market Definition

Two Sided Market

both sided on board, balance between multi sectors

Dynamic Competition

Evolving Industry

Software based Platform: Crossing and overlaps between platforms.

Entry Barrier?

Technology, Data Accumulation, Network Effects

Two sided market

Need to fully incorporate characteristics of two-sided markets.

Match Services, two-way interactions

Online platform, two-way interactions?

Online platforms, revenues generation sectors/zero-price sectors.

Market definition. ex. Newspapers: advertiser side.

One side dominance is measured by the other side's price elasticity.

Policy Implications on cross subsidy.

SSNIP or modified SSNIP

Market Power and Entry Barrier

Time lapse Shot

Platforms are flexible to add new functions.

We divide our time among TV, web surfing, SNS etc.

challenging tasks; search based AD vs Banner AD.

Inter and Intra platform competition

Network effects and Entry Barrier

Network Effects or Scale of Economics

Direct and Indirect Network effects exist

Evolving technologies?

Even playing fields?