Reflection on Antimonopoly Supervision in the Internet Market

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- Major Characteristics of Internet Market Competition
- The Challenge in Internet Market To the Traditional Law
- Enforcement of Antimonopoly Law Enforcement Framework
- Some Considerations on Antimonopoly Supervision in the Internet Market
The network effect: Winners take all, oligopoly becomes normal.

Market boundaries are blurred and different markets affect each other.

High speed of technology iteration, dynamic competition is the main competition mode.
The Challenge in Internet Market To the Traditional Law
Enforcement of Antimonopoly Law Enforcement Framework

For example, the behaviors of abusing of the market dominant position

1. Definition of relevant markets
   - Boundaries of relevant markets are blurred
2. Identifying the market dominant position
   - Oligopoly market is more conducive to improving economic efficiency
3. Finding alleged behaviors of abusing of market dominant position
4. With the effect of eliminating and restricting competition
   - Increasing the difficulty of accurate analysis of eliminating and restricting competition effects
5. Violation of the Anti-Monopoly Law
Some Considerations

- Encouraging innovation is the fundamental purpose
- Reducing market entry barriers is the key content
- Case-by-case evaluation is the basic principle
Thanks