



中华人民共和国国家发展和改革委员会

National Development and Reform Commission

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# Reflection on Antimonopoly Supervision in the Internet Market

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March, 2018 Beijing

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# Major Characteristics of Internet Market Competition

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- 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

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

1. Definition of relevant markets



2. Identifying the the market dominant position



3. Finding alleged behaviors of abusing of market dominant position



4. With the effect of eliminating and restricting competition



5. Violation of the Anti-Monopoly Law

✓ Boundaries of relevant markets are blurred

✓ Oligopoly market is more conducive to improving economic efficiency

✓ Increasing the difficulty of accurate analysis of eliminating and restricting competition effects

# Some Considerations

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



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Thanks

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