

Reflections on Anti-monopoly Practice in Internet Industry in China

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The debate

- ❖ The internet industry is an innovative one, the Anti-monopoly Law is thus not applicable for this sector.
- ❖ The E-commerce sector encounters strong competition. Slight slackness might cause losing market advantages.
- ❖ The current tools of anti-monopoly analysis are suitable for traditional economy and yet can hardly adjust market behaviour in this new era of internet and data.

Why is anti-monopoly a must?

Inseparable with the social & economic development phase

Why is anti-monopoly a must?

- ❖ **Gradually entering a oligopoly stage**
- ❖ **Uneven distribution of enterprises**
- ❖ **Striking problem of “one single big” company on a segmented market**
- ❖ **The trend of market concentration is becoming more and more evident**

Challenges

- ❖ **Bringing about balance in diversified values**
 - Level playing field
 - Increase of efficiency
 - Interests of consumers
 - Public interest
- ❖ **Enhancing innovation**

Challenges

- ❖ **Difficulties in identifying anti-monopoly activities**
 - Identification of relevant market
 - Identification of concrete behaviors

Necessary Competition Control

- ❖ **To expand thinking on anti-monopoly identification**
 - Improvement of identification method of relevant market
 - Investigation of barriers of market entry (technological barrier, switching cost, etc)
- ❖ **To innovate enforcement methods of Anti-monopoly Law Survey & Analysis of competition in the sector**
 - Provision of guidance on difficulties and critical issues

Thank you for your attention!