

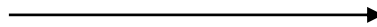


Information & Communication Technology: The Evolving Competitive Landscape

Commissioner J. Thomas Rosch,
Federal Trade Commission
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Developments in Information and Communication Technology (“ICT”)

- (1) Transition from wired networks (stationary devices) to wireless (mobile devices; smartphones)
- Increased functionality
 - Decreased cost



Developments in Information and Communication Technology (“ICT”)

(2) We are using the Internet for new and different purposes:

document transmission → information sharing → social/entertainment





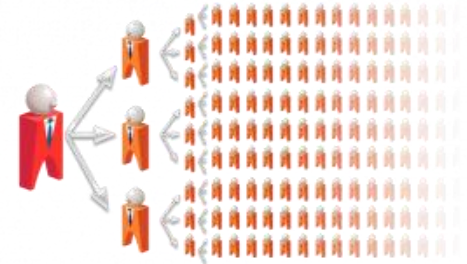
Evolving Business Models

- Many, if not most of these offerings are free; how are they monetized?
- Advertising pays for the content, services, and applications
- The more “eyeballs,” the more advertisers will pay

Examples

(A) 

- Leverage its large number of subscribers
- Viral Advertising



(B) 

- Free information and services
- Keyword-based ad serving platform



(C)  

- “Apps”





Challenges in Analyzing the Competitive Environment

- (1) How to determine the “relevant market,” market share, and identifying anti-competitive practices.
- (2) Challenges related to the rapidly evolving environment (“moving target”).
- (3) How much government intervention is appropriate?