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Digital New Normal and Platform Regulation

Presentation

Dr. Yungshin Jang

Kakao Corp.

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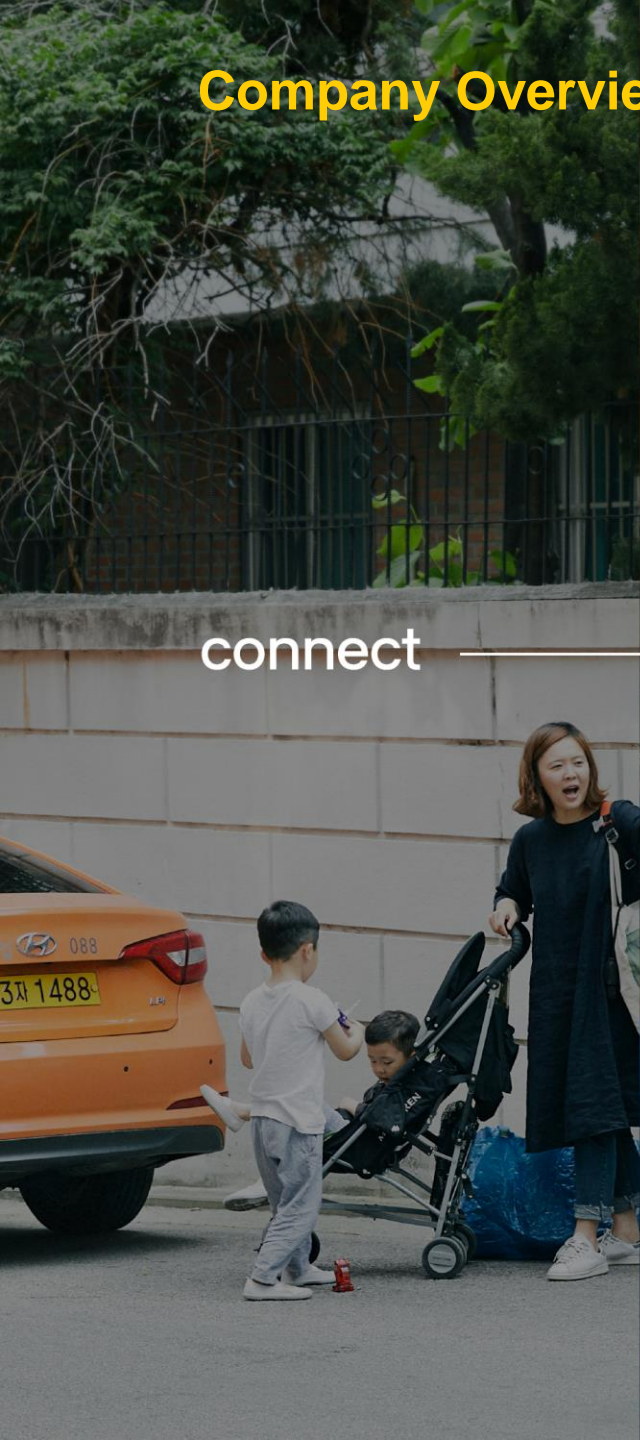
Digital New Normal and Platform Regulation

4 July 2024

Dr. Yungshin Jang, Kakao corp.

Company Overview

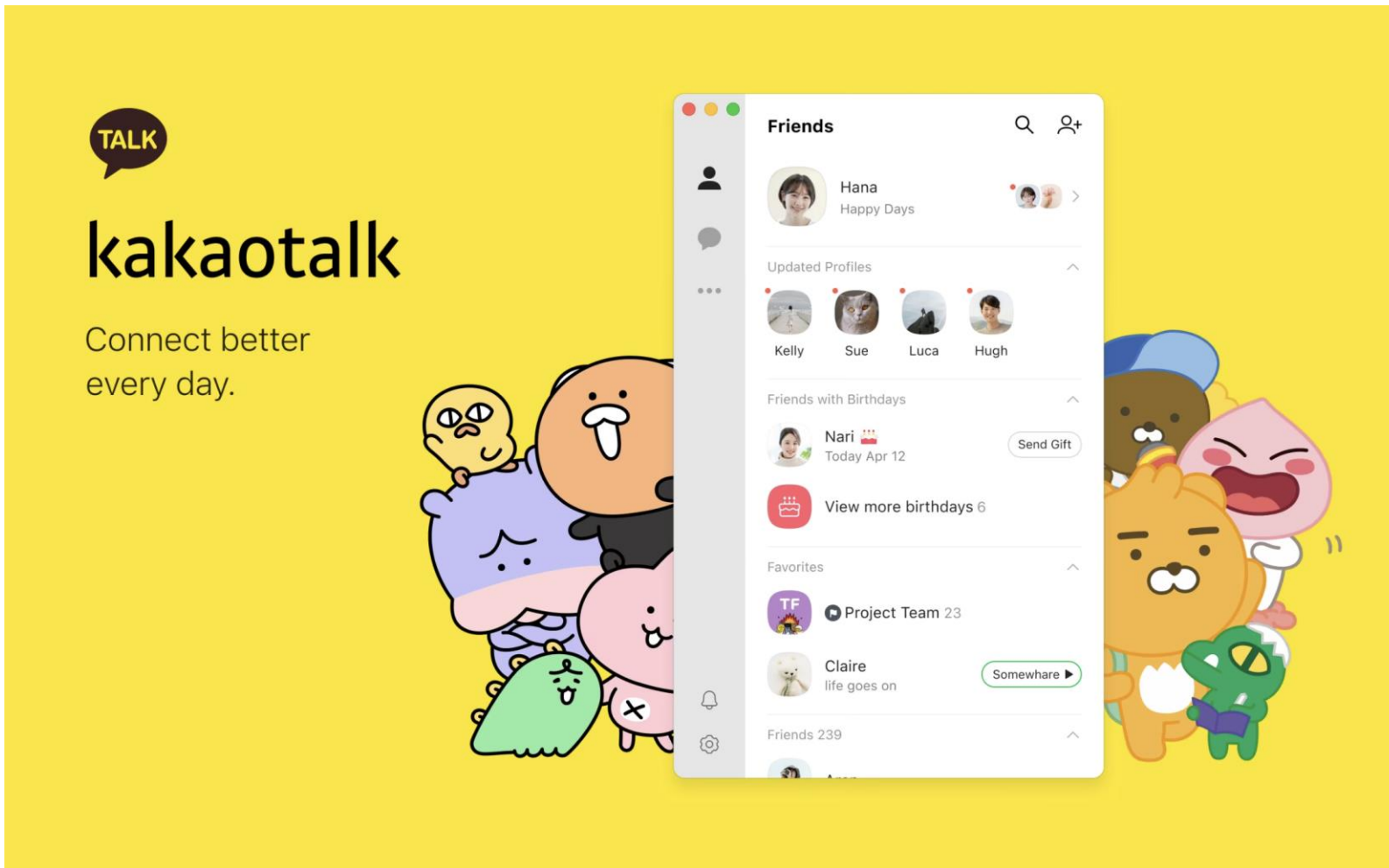
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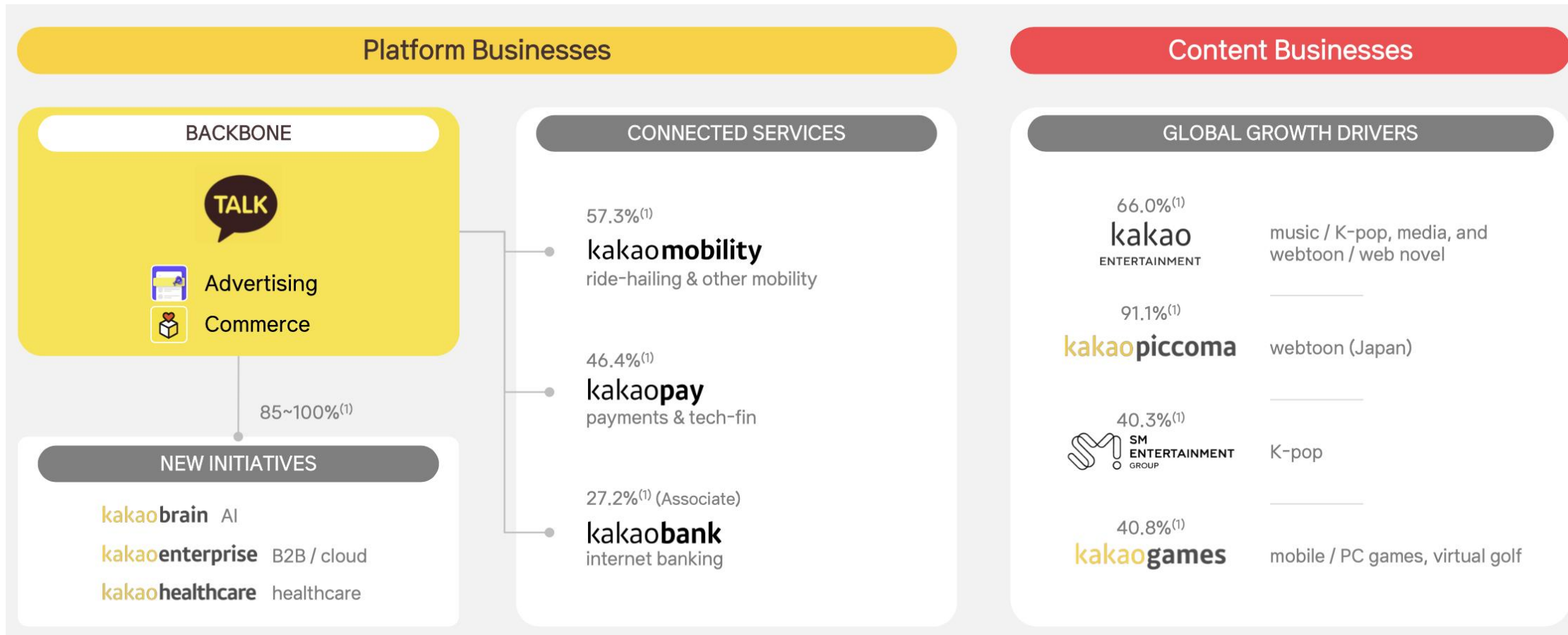


Company Overview



Korea's mobile communication leader with app Kakao Talk

Company Overview



Kakao's Efforts in Co-prosperity/Shared Growth with Partners

Total 300 billion KRW (216 million in USD) partnership fund to create a mutually beneficial ecosystem

small business owners

Providing support and growth programs for digital transformation of small businesses.



digital creators

Developing various support measures for sustainable creative activities of creators.



mobility platform workers

Efforts to improve working conditions and earnings for mobility platform workers, and to advance the industry.



startups and social innovators

Establishing an IT ecosystem through support for indie/small developers, startups, and social innovators.



local communities, etc.

Addressing social issues through diverse support activities for regions and targets lacking social capital.



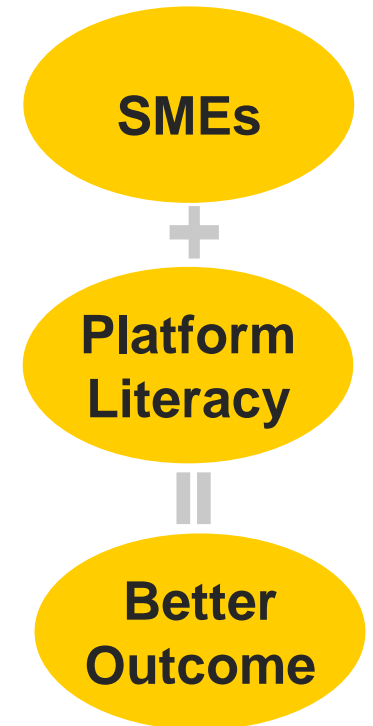
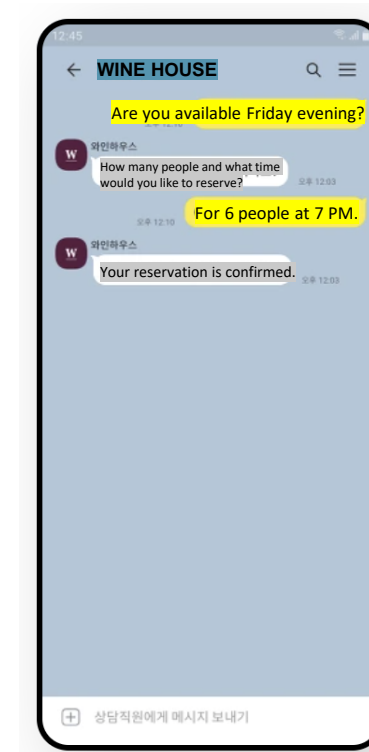
Providing Support for Digital Transformation of Small Business

Enhancing the competitiveness of small businesses through digital transformation

- Establishing and Operating a Small Business Digital Support Center
- Creating promotional videos for promoting local economic activation
- Providing digital transformation support through **KakaoTalk channels**



KakaoTalk Channel is all you need to enjoy friends-exclusive information and benefits, as well as easy sign-ups, orders, payments, reservations and consultations.



Factors to Consider Before Introducing New Regulatory Frameworks

- ✓ **It seems to be generally agreed to regulate the anti-competitive effects of big-tech firms. However, we need to understand more and know HOW beforehand**
 - **Are you sure of pro- & anti-competitive effects of digital platform's typical features?**
 - **Before introducing them, did you closely analyze or at least study competition environment and context of the domestic platform market in advance?**
 - **If you find some harm from the anti-competitive behaviors, can you still correct them with your pre-existing regulation frameworks?**
 - **If you by any chance have to introduce stronger regulations for some reason, you should be more careful to avoid anti-trust paradox, implying not to harm innovation, competition, and consumer welfare.**
- ✓ **Global convergence or divergence in digital platform regulation after DMA**
 - **International organizations' roles: global standards, capacity building, etc.**
 - **Globally intergovernmental cooperation to bridge the gap**

E.O.D