

ITU Asia-Pacific Regulators Roundtable

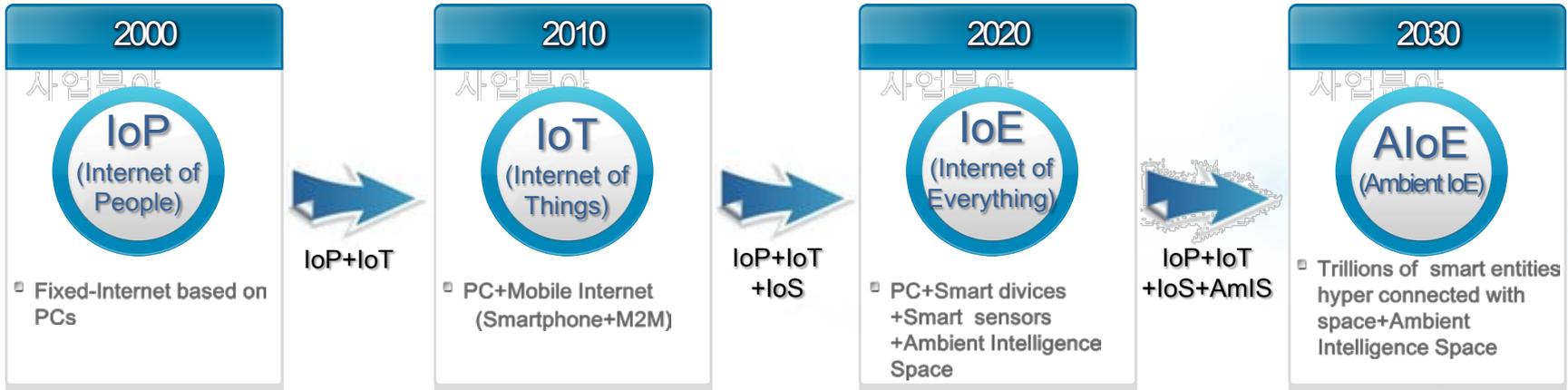
Session 3

July 24th 2014

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Evolution of Technology
 사업분야

- ▣ Widespread of Smart device
- ▣ Traffic and information explosion
- ▣ Completion in connecting the objectives in a technological way



Change of Human Demand
 사업분야

- ▣ Newly-introduced services
- ▣ Convenient life style
- ▣ Human-centered life



With the changes in the ICT environment, new types of damages are inflicted on consumers



Damages inflicted on consumers in the ICT era

Case 1

- Limited services due to Google's practices

➤ Thus far carriers were mainly accountable for causing damages to consumers. But recently Google, content platform operator, forced Korean network carriers to preload its services (i.e. search engine, email, map) at the exclusion of services offered by its competitors.



Damages inflicted on consumers in the ICT era

Case 2

- Blocked music service from Apple's App store

➤ Apple's app store blocked Korean music service apps in May 2010, claiming that the financial transaction methods those service providers used was not in line with Apple's policy.



Damages inflicted on consumers in the ICT era

Case 3

- Failed to adopt the telemedicine service due to opposition from the medical community

➤ The Korean government tried to introduce the telemedicine service to the public but faced with a strong opposition from the medical community. Some converged industry has faced similar cases.



Consumer Protection Policy

1

Enact
a comprehensive
law protecting
consumers

2

Build investigation
system and
redefine types of
incidents

3

Establish
an organization
exclusively
responsible

4

Forge
a cooperative tie
among
stakeholders

5

Come up with
a comprehensive
plan

**Broadcasting and
telecommunications service
Consumers**

**Protecting all consumers
in the ecosystem**