

# ITU Asia-Pacific Regulators Roundtable

## Session 3

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2000

사업분야

**IoP**  
(Internet of People)

- Fixed-Internet based on PCs



2010

사업분야

**IoT**  
(Internet of Things)

- PC+Mobile Internet (Smartphone+M2M)



2020

사업분야

**IoE**  
(Internet of Everything)

- PC+Smart devices +Smart sensors +Ambient Intelligence Space



2030

사업분야

**AIoE**  
(Ambient IoE)

- Trillions of smart entities hyper connected with space+Ambient Intelligence Space

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

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- 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**