
**Data Competition Issue
from the Perspective of Concentration of Undertakings**

October 22, 2019

I. Basic Concept

- ◆ Definition: it has not been clearly defined.
- ◆ Terms: “Data” “Big Data”
- ◆ In general, “Data” or “Big Data” means the information that needs to be quickly processed and analyzed with powerful processors and algorithms, with the characteristics of large volume, fast processing speed, and diverse data types.

II. Data Relevant Market Issue

- Should an independent data market be defined?

Two viewpoints: need to be defined VS. do not need to be defined

- Conclusion: The “case-by-case” principle shall be followed for the issue of whether independent data market should be defined.

III. Impact of Data on Market Power

(1) Direct impact on the market power of data owners.

◆ Can it directly help a company become more competitive in relevant market?

◆ Can it help a company acquire the ability to control the price or quantity of goods or services, or other trading conditions?

III. Impact of Data on Market Power

2) Impact on the competitors of data owners.

- ◆ Can competitors get relevant data?
- ◆ Scope and scale requirements for data collection.
- ◆ Is there a substitute for relevant data.

III. Impact of Data on Market Power

(3) Response of data owners' customers and end-consumers.

- ◆ Opinions of customers and end-consumers
- ◆ Can suppliers be easily changed?

III. Impact of Data on Market Power

4) Competition issues needing to be given more attention

- ◆ Data blockade

- ◆ Innovation damage

IV. Conclusion

- ◆ Continue to conduct in-depth research and explore good practice and experience.
- ◆ Carried out specific law enforcement work effectively according to individual circumstances under the basic framework of the *Anti-Monopoly Law*.