



LSE Department of Management & Leeds Centre for Business Law and Practice

Round-Table:
PLATFORMS AND MOBILE COMPETITION
20 June 2016

Android and Mobile Competition

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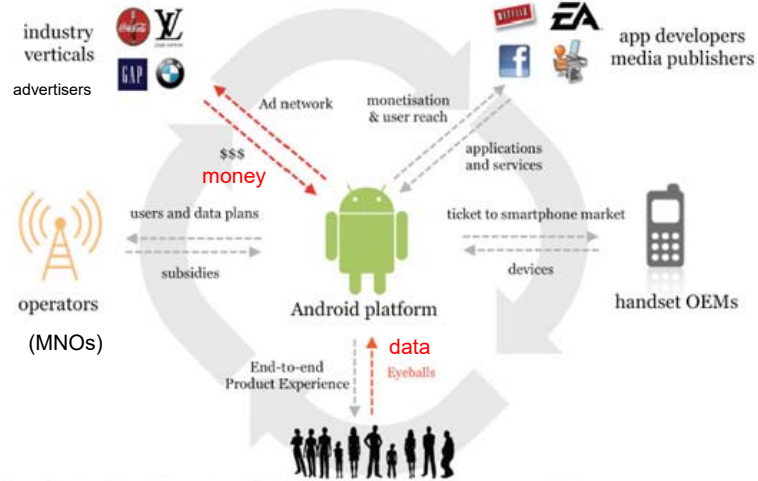
Commission concern: **Google's** Android strategy
to protect its search engine on mobile



Conditions imposed on mobile
manufacturers and mobile
network operators



The 5-sided network forming around the Android platform, illustrating network effects



Source: Developer Economics 2011 | www.DeveloperEconomics.com | June 2011
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vision mobile BlueVia

Android Licensing Agreements



1. Android Open Source Project (ASOP) License

=> Android „forks“ (like Yi OS), compatible/not compatible



2. Anti-Fragmentation Agreement (AFA)

=> „Android compatible“ forks (like Amazon Fire OS)



3. Mobile Application Distribution Agreement (MADA)

=> Android with Google apps and „Google user experience“



4. Revenue Sharing Agreement (RSA) for Search

=> Android with exclusive pre-installation of Google Search