



International
Competition
Network

UNILATERAL CONDUCT WORKING GROUP

7th ICN Annual Conference
Kyoto, Japan
April 14, 2008

**Assessment of Dominance /
Substantial Market Power**





田舎の人情画



虎丸に入らずには
虎丸子を得ず



神の御代

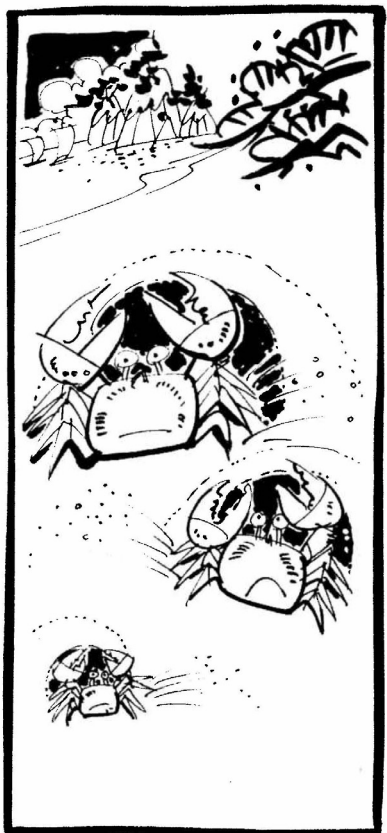




海軍の歴史



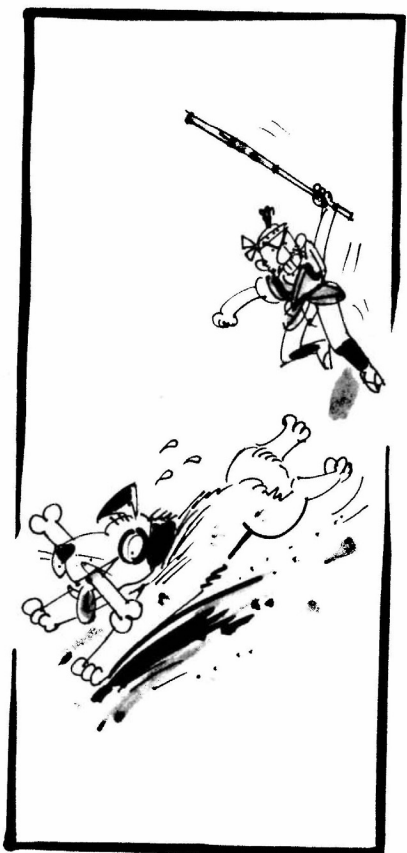
十人十色



蟹は再捕に気が付いた

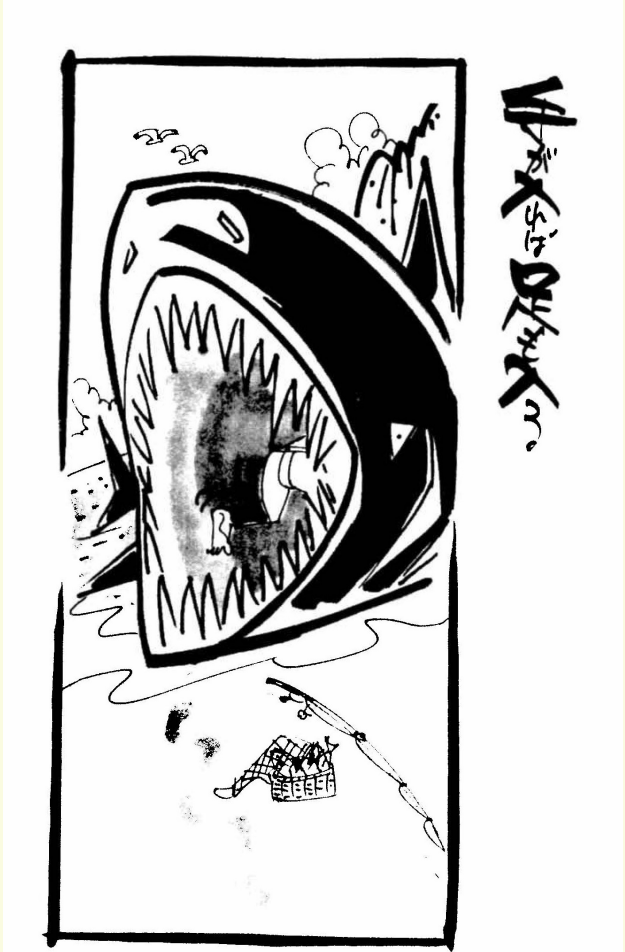


مدرسة



大野狼与小狼







日本の歴史を語る



THE SCREAM

Dominance Hypothetical

Miniaturized Hearing Aids (MHAs)

- Alpha was the first to introduce MHAs to the market in 1980.
- MHAs are significantly more expensive than regular hearing aids.
- Initially, MHAs comprised only 5% of the total market (MHAs plus regular hearing aids). Today, MHAs comprises 50% of the total hearing aids market.
- Beta, Gamma, and Delta entered the MHA market, respectively, in 1986, 1991, and 1996. Several other firms tried to enter between 1980 and 2008, but failed.

Chronological MHA market shares are as follows:

Year	Alpha	Beta	Gamma	Delta
1980 – 1986	100%	--	--	--
1987	70%	30%	--	--
1992	55%	30%	15%	--
1997	60%	20%	10%	10%
2001	45%	25%	15%	15%
2008	50%	30%	10%	10%