

SK Broadband vs. Netflix

In December of last year, Amazon's Twitch, the world's largest gaming video platform, terminated its South Korea service after inexplicably degrading video quality there for about a year. Tensions escalated to a legal showdown between major players, namely Netflix and SK Broadband, involving a heavy barrage of tropes such as "network neutrality," "reverse discrimination," "digital sovereignty," "free-riding," "FTA violation," and "digital protectionism." Individual cultural producers, such as YouTube influencers, chimed in, as the effects of this environmental change were poised to impact them as well. This talk will attempt to unravel these controversies, which will have a lasting impact on South Korea's cultural ecosphere and beyond, as similar rule changes are being discussed in Brazil, India, Europe, and the rest of the world.

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Recently, he has traveled the world to advocate for network neutrality by sharing his research findings. He successfully opposed the sender-pay rule proposed by the South Korean legislature in September 2022 and a similar proposal in Indonesia in 2021. He also provided consultation on the sender-pay rule to the EU's telecom regulator, BEREC, in September 2022 and April 2023, as well as to the Brazilian regulator, ANATEL, in April 2024.



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