

## ABSTRACTS

Remaining competitiveness in the mobile market depends on four elements (C-P-N-T): Contents, Platform, Network and Terminal. In the domestic market, the smart phone market has not been boomed due to a high price policy of terminal manufacturers and an exclusive management of mobile communication industry, which resulted in restricting platform and contents. However, it is expected that the introduction of KT's iPhone at the end of November 2009 will lead a considerable change in the domestic mobile market.

The global mobile platform market has been noticing intense competition among Nokia Symbian, MS Windows, Apple iPhone and Google Android platform. Each platform of the leading corporates shows a certain difference in business model, openness, appstore policy. In particular, each corporate selects pertinent business model based on its inherent competitiveness, causing a change of platform policy. Furthermore, platform business models lead to a change of roles in patent rights and copyright.

Under the hardware-based business model, terminal including software platform are thoroughly protected by patent, trade secret and trademark whereas the role of copyright is relatively limited. On the other hand, under the commercial license business model formed with the growth of PC market, copy right have played a major role in protecting software platform. Recently, patent right is also considered as a major means. Finally, under the open source model, which becomes the most important business model in current mobile platform market, copyright, patent and trade secrets are relatively restricted. In other words, open source model limits intellectual property rights in its relevant platform based on the related open source licenses.

**Keywords** : Mobile Platform, Symbian, iPhone, Windows, Android, Open Source, Intellectual Property Right.