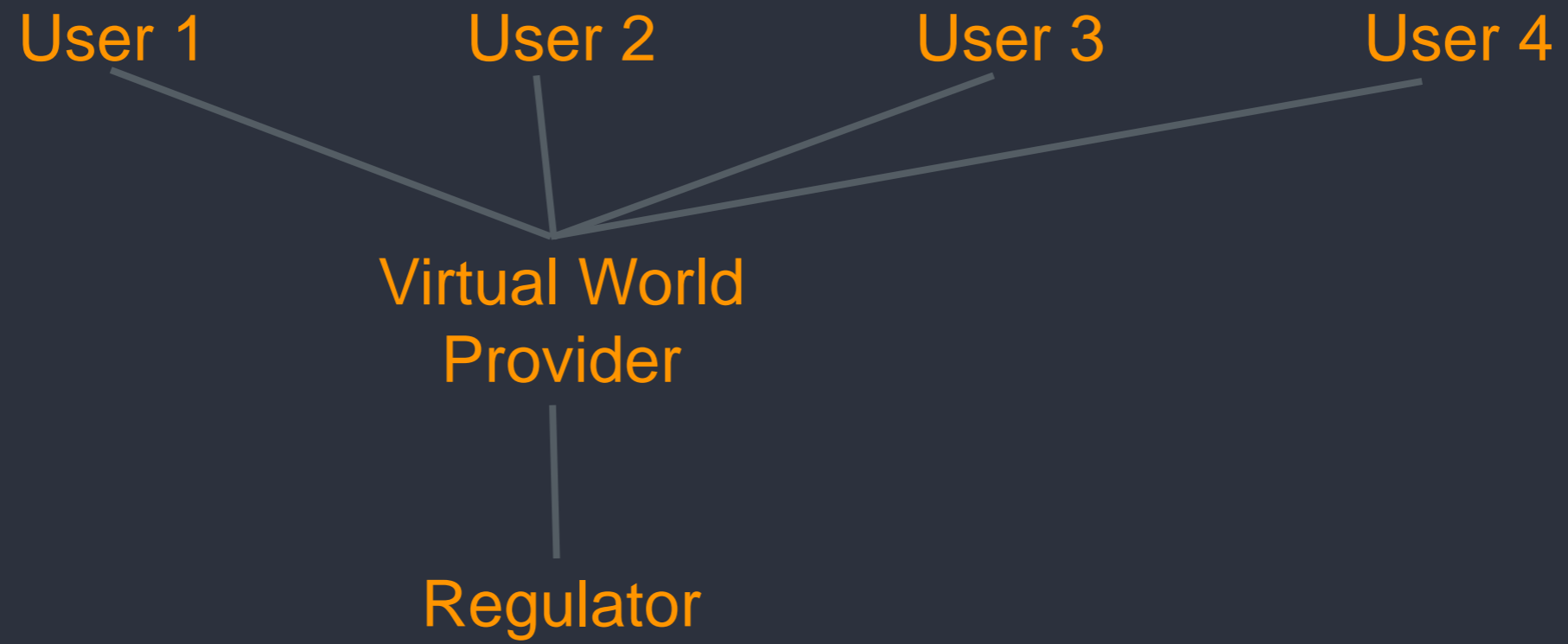
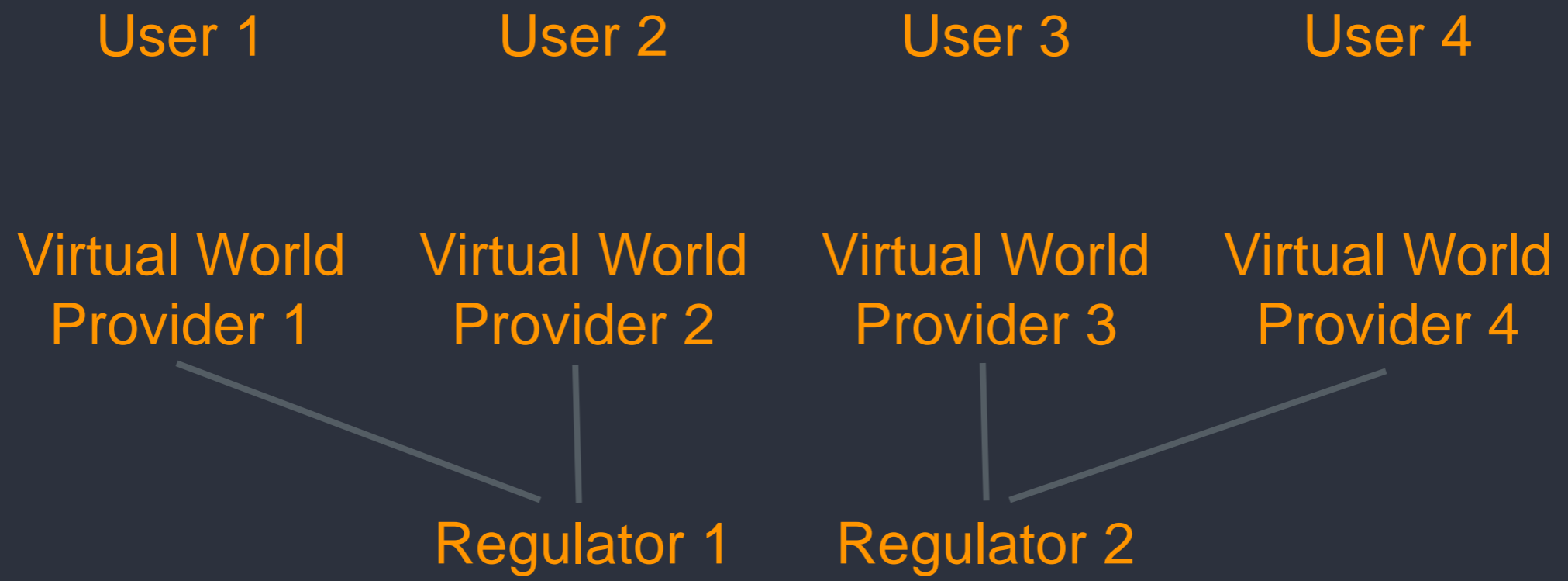


Regulating Virtual Worlds

Viktor Mayer-Schönberger

Information & Innovation Policy Research Center, NUS





Consequences

- ▶ **Users / Providers** may **arbitrage out** of regulatory regime, thus real world regulator loses power to regulate directly
- ▶ Ongoing **competitive dynamic** between providers may lead to political pressure on regulator to reduce regulatory burden (and thus lower the incentive for providers/users to exit)

Countermeasures

- ▶ Reduce Leakage
(increase switching costs)
- ▶ Coordination
- ▶ Meta-Regulation

Countermeasures

- ▶ Reduce Leakage
(increase switching costs)
- ▶ Coordination
- ▶ Meta-Regulation



Based on provider as
unitary, regulable entity

Countermeasures

- ▶ Reduce Leakage
(increase switching costs)
- ▶ Coordination
- ▶ Meta-Regulation



Based on provider as
unitary, regulable entity



Peer-to-peer provision of virtual worlds
“Napster’s Second Life”