SHIN & KIM

AI & Digital Competition

With the rapid advancement of AI technologies and the increasing sophistication of the digital industry, new and complex market issues are emerging that are not readily addressed within existing competition law frameworks. In this context, competition authorities in Korea and abroad are scrutinizing the implications of these developments for market structure and consumer welfare more closely than ever, including in relation to AI infrastructure, such as semiconductors and cloud, the deployment of digital services, and algorithm-driven anticompetitive concerns.

In response to the growing importance of competition law issues in the AI and digital landscape, Shin & Kim has launched its AI & Digital Competition Team, the first of its kind among major Korean law firms. Going beyond conventional legal analysis, the team provides in-depth, comprehensive competition law assessment of the AI ecosystem—where technological innovation and strategic partnerships are evolving rapidly—and delivers practical, solution-oriented guidance to help clients respond effectively to regulatory risks.

Key Services

Shin & Kim offers the following AI and digital competition law services:

- **Antitrust Investigations:** Advising on and representing clients in connection with market studies and investigations conducted by competition authorities, including the Korea Fair Trade Commission, in the AI and digital sectors.
- **AI Infrastructure and Ecosystem:** Analyzing competition law issues relating to core infrastructure such as semiconductors and cloud, as well as risks arising from the increasing concentration of training data and computing resources, and providing tailored solutions.
- **Platform and Service Integration:** Assessing exclusionary concerns arising from the integration of AI services with major platforms, including in relation to the deployment and distribution of AI models.
- **Strategic Investments and Partnerships:** Advising on merger control and ecosystem expansion issues that may arise in connection with M&A, strategic investments, and technology partnerships in the AI and digital sectors.
- **Algorithms and Data Access:** Assessing anticompetitive concerns arising from algorithm-driven collusion and advising on issues relating to interoperability and access to data and core infrastructure.
- **Strategic Advisory Based on Economic Analysis:** Developing strategic response measures grounded in sophisticated, data-driven economic analysis and aligned with the perspectives of competition authorities.

Experience

- Represented clients in high-profile antitrust investigations and disputes across digital markets, including the mobile and semiconductor sectors.
- Advised domestic and multinational companies on competition law risks in the AI infrastructure, semiconductor, and cloud sectors, and represented clients in related regulatory investigations.
- Represented clients in investigations and disputes involving alleged abuse of dominance by major platform operators.
- Advised and represented global technology companies and leading Korean conglomerates in a broad range of competition law matters.
- Advised on competition law aspects of strategic investments, commercial partnerships, and merger control matters in the AI and digital sectors.

Key Contacts

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Awards and Rankings

- Ranked Band 1 Law Firm for Competition/Antitrust
  Chambers Asia 2016-2026
- Ranked Tier 1 Law Firm for Antitrust and Competition
  Asia Pacific Legal 500 2017-2019, 2025-2026
- Ranked Elite Law Firm in Korea
  GCR 100 2017-2026

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