

Competing De Jure Standards, Good for Innovation?

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1

Standards war on document formats: de jure committee standards

Features	ODF	OOXML
Originally submitted by	Sun Microsystems	Microsoft
Standards consortium	OASIS	Ecma International
XML-based	Yes	Yes
Aim supplier independence?	Yes	No
ISO/IEC standard	ISO/IEC 26300	ISO/IEC 29500
Year	2006	2008
ISO/IEC JTC1 procedure	PAS procedure	Fast Track

Why standardise de jure?

- Market coordination
- Interoperability
- Reduced transaction costs
- Vendor-independence

- Digital sustainability

De facto = de jure standards?

Functions	Effect on the market	
	1 de jure standard	2 de jure standards
Information	Reduces transaction costs Corrects adverse selection Facilitates trade	?
Compatibility	Creates network externalities Avoids lock-ins	?
Variety reduction	Allows economies of scale Builds critical mass	?

Conclusion

Competition of standards lead to innovation?

- Distinguish de facto from de jure
- Don't compete on overlapping de jure standards
- Compete on implementations of de jure standards

