



INSTITUT  
D'ECONOMIE  
INDUSTRIELLE

*IDEI-ZEI Conference*  
*On*  
*“Regulation of Media Markets”*

*Toulouse, October 1-2, 2004*

PROGRAMME

# *Regulation of Media Markets*

*October 1,*

**08:00-08:45**     **Registration**

**08:45-09:00**     **Welcome by Jacques Crémer, Director, IDEI**

## **MORNING SESSION: ADVERTISING AND MEDIA FINANCING**

**Chairman: Paul Seabright**

**09:00-09:45**     **What Do the Papers Sell?**  
Matthew Elman and **Fabrizio Germano**, Universitat Pompeu Fabra  
Discussant: Jacques Crémer

**09:45-10:30**     **Competing with Advertising Resources**  
Claude Crampes, **Carole Haritchabalet** and Bruno Jullien, University of Toulouse  
Discussant: Francesca Baragozzi

**10:30-11:00**     *Coffee break*

**11:00-11:45**     **Content and Advertising in the Media: Pay-TV versus Free-to-Air**  
Martin Peitz, University of Mannheim and **Tommaso Valletti**, Imperial College London.  
Discussant: Mark Armstrong

**11:45-12:30**     **Financing of Media Firms: Does Competition Matter?**  
Hans Jarle Kind, Norwegian School of Economics and Business Administration, **Tore Nilssen**,  
University of Oslo and Lars Sorgard, Norwegian Competition Authority  
Discussant: Jean Gabszewicz

**12h30-14h00**     *Lunch*

## **AFTERNOON SESSION: EMPIRICAL METHODS IN MEDIA INDUSTRIES**

**Chairman: John Fingleton**

**14h00-14:45**     **Estimating Market Power in a Two-Sided Market: The Case of Newspapers**  
Elena Argentesi and **Lapo Filistrucchi**, European University Institute  
Discussant: Jean-Charles Rochet

**14:45-15:30**     **Digital Video Recorders and the Future of Television**  
**Kenneth Wilbur**, University of Virginia  
Discussant: Marco Ottaviani

**15:30-16:00**     *Coffee break*

**Chairman: Helmuth Cremer**

**16:00-18:00**     **First Panel Session:**  
**Principles of Media Regulation in an Evolving Market**

Simon Anderson, University of Virginia  
Marc Ivaldi, IDEI  
Mark Armstrong, UCL  
Shaun Hargreaves-Heap, University of East Anglia  
Michele Polo, Bocconi University  
Helen Weeds, University of Essex

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**19:30-20:30**     *Private tour of the fondation Bemberg collection*

**20:30-00:00**     *Conference dinner: Fondation Bemberg, Hôtel d'Assézat*

# *Regulation of Media Markets*

October 2,

## **MORNING SESSION: CONTENT AND OBJECTIVITY IN THE MEDIA**

**Chairman: Jürgen von Hagen**

- 09:00-09:45**     **Media Mergers and Media Bias**  
Simon Anderson and John McLaren, Dept. of Economics, University of Virginia  
Discussant: Jean Tirole
- 09:45-10:30**     **Media Mergers and the Ideological Content of Programming**  
David Balan, Patrick DeGraba and Abraham Wickelgren, Federal Trade Commission  
Discussant: Guido Friebel
- 10:30-11:00**     *Coffee break*
- 11:00-11:45**     **Branding News with Political Opinion**  
Gorm Gronnevet and Frode Steen, Norwegian School of Economics and Business Administration  
Discussant: Bruno Jullien
- 11:45-12:30**     **State Television and Voter Information**  
Andrea Prat, LSE and David Stromberg, Stockholm University  
Discussant: Gilles St-Paul
- 12h30-14h00**     *Lunch*

## **AFTERNOON SESSION: PUBLIC POLICY IN MEDIA INDUSTRIES**

**Chairman: Bruno Jullien**

- 14:00-14:45**     **A Measure of Media Bias**  
Tim Groseclose, UCLA and Jeff Milyo, University of Chicago  
Discussant: Paul Seabright
- 14:45-15:30**     **Vertical Ownership, Vertical Control and Vertical Foreclosure: The Cable Television Industry as an Illustrative Case**  
Nodir Adilov, Cornell University and Peter Alexander, Federal Communications Commission  
Discussant: Patrick Rey
- 15:30-16:00**     *Coffee break*

**Chairman: Patrick Rey**

- 16:00-18:00**     **Second Panel Session:  
Media Regulation in Various Jurisdictions**
- Peter Alexander, FCC  
Pierre Buigues, European Commission  
John Fingleton, Irish Competition Authority  
Einar Hope, NHH

*Scientific Committee:*

Simon Anderson, University of Virginia

Jean Gabszewicz, CORE, University of Louvain

Marc Ivaldi, IDEI, University of Toulouse

Bruno Jullien, IDEI, University of Toulouse

Jürgen von Hagen, ZEI, University of Bonn

Paul Seabright, IDEI, University of Toulouse

Lars Sorgard, NHH, Bergen

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IDEI

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