

Sixth bi-annual conference on:



The Economics of Intellectual Property, Software and the Internet

Toulouse, January 13-14, 2011

SCIENTIFIC COMMITTEE

Philippe Aghion, Susan Athey, Nick Bloom, Luis Garicano, Neil Gandal, Bengt Holmstrom, Jon Levin, Preston Mc Afee, John Van Reenen, Ran Spiegel and Hal Varian.

ORGANIZING COMMITTEE

Jacques Crémer and Paul Seabright.

CONFERENCE VENUE

Hôtel Pullman Toulouse Centre
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31000 Toulouse - France

CONFERENCE SECRETARIAT

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Speakers have 25 minutes, discussants 10 minutes, remaining time for open questions.

January 11, 2011

Thursday, January 13, 2011

8:15 – 8:45 Registration and welcome coffee

8:45 – 9:00 Introduction and welcome by Patrick Rey, Director of IDEI

PLENARY SESSION 1 – Research on Intellectual Property: where do we go now?

Chair: Patrick REY (IDEI and TSE)

9:00 – 10:30 **Jean TIROLE** (IDEI and TSE) and Glen WEYL (Harvard)
Materialistic Genius and Market Power: Uncovering the Best Innovations

Discussants: **Yossi SPIEGEL** (Tel Aviv University), **Pai-Ling YIN** (MIT)

PANEL on Priorities for Research on Intellectual Property

Timothy BRESNAHAN (Stanford University) and **Paul SEABRIGHT** (IDEI and TSE)

10:30 – 11:00 **Coffee break** ☕

PARALLEL SESSION 1 – Internet User Behavior

☞ *Room Paris-Barcelone*

Chair: **Paul SEABRIGHT** (IDEI and TSE)

11:00 – 13:00 **Janne TUKIAINEN** (HECER and VATT)
The Effect of Minimum Bid Increment on Revenue in Internet Auctions: Evidence from a Field Experiment

Discussant: **Alexander WHITE** (University of Harvard)

Lesley CHIOU (Occidental College) and **Catherine TUCKER** (MIT)
How Does the Use of Trademarks by Third-Party Sellers Affect Online Search?

Discussant: **Claude CRAMPES** (IDEI and TSE)

Octavian CARARE (University of Maryland)
The Impact of Bestseller Rank on Demand: Evidence from a Software Market

Discussant: **Paul SEABRIGHT** (IDEI and TSE)

PARALLEL SESSION 2 – Patents and R&D

☞ *Room Bruxelles-Berlin*

Chair: **Yassine LEFOUILI** (TSE)

11:00 – 13:00 **Ufuk AKCIGIT** (University of Pennsylvania and NBER) and William R. KERR (Harvard Business School and NBER)
Growth through Heterogenous Innovations

Discussant: **Gilles SAINT-PAUL** (IDEI and TSE)

Andrea BLASCO (Università di Bologna)
Patent Races with Dynamic Complementarity

Discussant: **Patrick REY** (IDEI and TSE)

Christian KIEDAISCH (ETH Zürich)
Patents in a Model of Growth with Persistent Leadership

Discussant: **Yassine LEFOUILI** (TSE)

PARALLEL SESSION 3 – Open Source

☞ *Room Bali*

Chair: Robin MASON (Exeter Business School)

11:00 – 13:00

Sebastian Von ENGELHARDT (Friedrich-Schiller-Universität, Jena) and
Stephen M. MAURER (University of California, Berkeley)
The New (Commercial) Open Source: Does It Really Improve Social Welfare?

Discussant: **Jacques CREMER** (IDEI and TSE)

Gastón LLANES (Pontificia Universidad Católica de Chile) and
Ramiro De Elejalde (Universidad de Chile)
Industry Equilibrium with Open Source and Proprietary Firms

Discussant: **Sara BIANCINI** (Université de Cergy-Pointoise, THEMA)

German Daniel LAMBARDI (ICESI University)
Software Innovation and the Open Source Threat

Discussant: **Robin MASON** (Exeter Business School)

13:00 – 14:30

Lunch 🍽️

PARALLEL SESSION 4 – Platform Competition

☞ *Room Paris-Barcelone*

Chair: Bruno JULLIEN (TSE, IDEI and GREMAQ)

14:30 – 16:30

Alexander WHITE (Harvard University) and **Glen WEYL** (Harvard University
and TSE)
Imperfect Platform Competition: A General Framework

Discussant: **In Uck PARK** (University of Bristol)

Dominik GRAFENHOFER (TSE)
Price Discrimination and the Hold-Up Problem: A Contribution to the Net-Neutrality Debate

Discussant: **Andrei HAGIU** (University of Harvard)

Marshall Van ALSTYNE (Boston University and MIT), **Geoffrey PARKER**
(University of Tulane) and **Lones SMITH** (University of Michigan)
Growth and Innovation in Platform Ecosystems

Discussant: **Bruno JULLIEN** (TSE, IDEI and GREMAQ)

PARALLEL SESSION 5 – International Aspects of IPRs

☞ Room Bruxelles-Berlin

Chair: Mark WILLIAMS (NERA)

14:30 – 16:30

Sara BIANCINI (Université de Cergy-Pontoise, THEMA) and
Emmanuelle AURIOL (TSE)
Intellectual Property Rights Adoption in Developing Countries

Discussant: **Tommaso VALETTI** (Imperial College, London)

Stéphane STRAUB (TSE and ARQADE) and **Marie-Françoise CALMETTE** (TSE and ARQADE)
Intellectual Property Rights and Trade: Firm-level Evidence from Low and Middle Income Countries

Discussant : **James HAMMITT** (TSE)

Tommaso VALLETTI (Imperial College London and University of Rome ‘Tor Vergata’) and **Anna Rita BENNATO** (University of Rome ‘Tor Vergata’)
Pharmaceutical Innovation and Parallel Trade

Discussant: **Mark WILLIAMS** (NERA)

PARALLEL SESSION 6 – Product Differentiation in Information Goods

Chair: Doh-Shin JEON (IDEI and TSE)

☞ Room Bali

14:30 – 16:30

Guillermo CARUANA (CEMFI), **Heski BAR-ISAAC** (NYU) and
Vicente CUNAT (LSE)
Search, Design, and Market Structure

Discussant: **Yaron YEHEZKEL** (Tel Aviv University)

Julienne LIANG (France Telecom)
Competition Between Fixed and Mobile Broadband Access Based on Mobility and Data Volume

Discussant: **Jean-Marie LOZACHMEUR** (IDEI and TSE)

Mark J. McCABE (University of Michigan), **Christopher M. SNYDER** (Dartmouth College)
Did Online Access to Journals Change the Economics Literature?

Discussant: **Doh-Shin JEON** (IDEI and TSE)

16:30 – 17:00

Coffee break ☕

17:00– 19:00

ROUNDTABLE 1 – Economics of Standards Settings
Chair: Jacques CREMER (IDEI and TSE)

Damien GERADIN (TILEC, Tilburg University)

Patrick LEGROS (ECARES)

Mario MARINIELLO (European Commission)

20:30

Dinner – Restaurant “Le 19”, 19 descente du la Halle aux Poissons, 31000 Toulouse

Friday, January 14, 2011

8:30 Welcome coffee

PLENARY SESSION 2 – Consumer Behavior on the Internet

Chair: Paul SEABRIGHT (IDEI and TSE)

9:00 – 10:30 **Catherine E. TUCKER** (MIT Sloan School of Business) and Avi GOLDFARB (University of Toronto)
Privacy Regulation and Online Advertising

Discussant: **Anna Rita BENNATO** (University of Bristol)

Timothy BRESNAHAN (Stanford University), Tim LANDVOIGT (Stanford University) and Pai-Ling YIN (MIT)
Information Acquisition and Consumer Choice

Discussant: **Geoffrey PARKER** (Tulane University)

10:30 – 11:00 **Coffee break** ☕

PARALLEL SESSION 7 – Online Advertising

☞ *Room Paris-Barcelone*

Chair: **Yinghua HE** (TSE)

11:00 – 13:00 **Emilio CALVANO** (Università Bocconi), Susan ATHEY (Harvard University) and Joshua GANS (University of Melbourne)
Can Online Advertising Markets Save the Media?

Discussant: **Jacques CREMER** (IDEI and TSE)

Alexandre DE CORNIERE (PSE, CREST-LEI) and Romain DE NIJS (PSE, CREST-LEI)
Online Advertising and Privacy

Discussant: **Chrysanthos DELLAROCAS** (Boston University)

Feng ZHU (University of Southern California) and Monic SUN (Stanford University)
Ad Revenue and the Commercialization of Content: Evidence from Blogs

Discussant: **Yinghua HE** (TSE)

PARALLEL SESSION 8 – IPRs and Litigation

☞ *Room Bruxelles-Berlin*

Chair: **Sylvain BOURJADE** (Toulouse Business School)

11:00 – 13:00 **Henry DELCAMP** (Mines ParisTech, CERN))
Are Patent Pools a Way to Help Patent Owners Enforcing their Rights?

Discussant: **Stéphane CAPRICE** (TSE)

Yassine LEFOULI (TSE and GREMAQ), Rabah AMIR (University of Arizona) and David ENCAOUA (PSE and Université Paris 1 Panthéon Sorbonne)
Per-Unit Royalty vs Fixed Fee: The Case of Weak Patents

Discussant: **Yaron YEHEZKEL** (Tel Aviv University)

Tuomas TAKALO (Bank of Finland and University of Jyväskylä) and Ari HYYTINEN (University of Jyväskylä)
Good and Bad Licensing

Discussant: **Sylvain BOURJADE** (Toulouse Business School)

PARALLEL SESSION 9 – Information Sharing

☞ *Room Bali*

Chair: Irina SULEYMANOVA (DIW Berlin and Technische Universität Berlin)

11:00 – 13:00 Marshall Van ALSTYNE (Boston University and MIT) and **Marco DI MAGGIO** (MIT)
Information Sharing and Productivity – Evidence from a Japanese Bank

Discussant: **Timothy BRESNAHAN** (Stanford University)

Irina SULEYMANOVA (DIW Berlin and Technische Universität Berlin), Nicola JENTZSCH (DIW Berlin and Technische Universität Berlin) and Geza SAPI (DIW Berlin)
Joint Customer Data Acquisition and Sharing Among Rivals

Discussant: **Marco DI MAGGIO** (MIT)

13:00 – 14:30 **Lunch** 🍴

PARALLEL SESSION 10 – Empirical Aspects of Search

☞ *Room Paris-Barcelone*

Chair: Thierry MAGNAC (IDEI and TSE)

14:30 – 16:30 Anindya GHOSE (New York University), Panagiotis G. IPEIROTIS (New York University) and **Beibei LI** (New York University)
Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content

Discussant: **Catherine TUCKER** (MIT)

Claire CELERIER (Banque de France, DGEI, DEMS-SAMIC), Philippe ASKENAZY (CNRS, PSE) and Delphine IRAC (Banque de France, DGEI, DCPM-SEPS)
Distance Selling, Internet and Price Dynamics

Discussant: **Marc IVALDI** (TSE)

Georg GEBHARDT (Ulm University)
The Impact of the Internet on Retail Competition: Evidence from Technological Differences in Internet Access

Discussant: **Thierry MAGNAC** (IDEI and TSE)

PARALLEL SESSION 11 – Innovation and Vertical Contracts

☞ Room Bali

Chair: David SALANT (IDEI and TSE)

14:30 – 16:30

João VAREDA (AdC and CEFAGE-UE), Duarte BRITO (UNL and CEFAGE-UE) and Pedro PEREIRA (AdC and IST)

Incentives to Invest and to Give Access to New Technologies

Discussant: **John THANASSOULIS** (TSE and University of Oxford)

Stefano TRENTO (Universitat Autònoma de Barcelona) and Gastón LLANES (Pontificia Universidad Católica de Chile)

Patent Policy, Patent Pools, and the Accumulation of Claims in Sequential Innovation

Discussant: **Fabian BERGES** (TSE)

Emanuele TARANTINO (University of Bologna)

Technology Adoption in Standard Setting Organizations: A Model of Exclusion with Complementary Inputs and Hold-up”

Discussant: **David SALANT** (IDEI and TSE)

PARALLEL SESSION 12 – Network Externalities

☞ Room Bruxelles-Berlin

Chair: Yossi SPIEGEL (Tel-Aviv University)

14:30 – 16:30

Chrysanthos DELLAROCAS (Boston University), Zsolt KATONA (University of California, Berkeley) and William RAND (University of Maryland)

Media, Aggregators and the Link Economy: Strategic Hyperlink Formation in Content Networks

Discussant: **Emilio CALVANO** (Università Bocconi)

Jacomo CORBO (University of Pennsylvania), Kartik HOSANAGAR (University of Pennsylvania) and Roch GUERIN (University of Pennsylvania)

Designing Optimal Discriminatory and Non-Discriminatory Marketing Strategies in the Presence of Network Effects

Discussant: **Chris DANCE** (Xerox Research Centre Europe)

Doh-Shin JEON (TSE, GREMAQ and IDEI), Bruno JULLIEN (TSE, GREMAQ and IDEI) and Mikhail KLIMENKO (Georgia Institute of Technology)

Language, Internet and Platform Competition: The Case of Search Engine

Discussant: **Yossi SPIEGEL** (Tel-Aviv University)

16:30 – 17:00

Coffee break ☕

17:00 – 19:00

ROUNDTABLE 2 – Cloud Computing

Chair: Thomas-Olivier LEAUTIER (IDEI and TSE)

Anthony D. JOSEPH (UC, Berkeley)

Neil GANDAL (Tel Aviv University)

Rolf HARMS (Microsoft)

Christopher MILLARD (University of London)

Hal VARIAN (Google)