

Ninth conference on:



The Economics of Intellectual Property, Software and the Internet

Toulouse, January 7-8, 2016

ORGANIZING COMMITTEE

Jacques Crémer, Alexandre De Cornière and Paul Seabright.

CONFERENCE VENUE

Toulouse School of Economics (TSE)
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Buildings I and S
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CONFERENCE SECRETARIAT

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INSTITUT
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INSTITUTE for
ADVANCED
STUDY in
TOULOUSE

Thursday, January 7, 2016

8:55 – 9:00 Welcoming address *☞ Building I - Amphi Guy Isaac*

PLENARY SESSION 1 – Platforms 1

9:00 – 11:15 **Andrei HAGIU** (Harvard Business School) and Julian WRIGHT (National University of Singapore)
Enabling Versus Controlling
Discussant: **Renato GOMES** (TSE)

Francisco RUIZ-ALISEDA (Pontificia Universidad Catolica de Chile) and Gaston LLANES (Pontificia Universidad Catolica de Chile)
Private Contracts in Two-Sided Markets
Discussant: **Bernard CAILLAUD** (PSE)

YIN Pai-Ling (Stanford University), Timothy BRESNAHAN (Stanford University), Joe ORSINI (Stanford University)
Demand Heterogeneity, Inframarginal Multihoming, and Platform Market Stability: Mobile Apps
Discussant: **Mathias REYNAERT** (TSE)

11:15 – 11:45 **Coffee break** ☕ *☞ Building S - Room MS 002*

PARALLEL SESSION 1 – Search and social media *☞ Building S - Room MS 003*

11:45 – 13:15 **Pinar YILDIRIM** (University of Pennsylvania), Maria PETROVA (Universitat Pompeu Fabra) and Ananya SEN (TSE),
Social Media and Political Donations: Evidence from Twitter
Discussant: **Dominik DUELL** (TSE-IAST)

Neil GANDAL (Tel Aviv University and CEPR) and Sagit BAR-GILL (MIT)
Online Exploration and Viewer Choice: A Field Experiment
Discussant: **Jean-François BONNEFON** (TSE-IAST)

PARALLEL SESSION 2 – E-commerce *☞ Building S - Room MS 001*

11:45 – 13:15 **Georgios PETROPOULOS** (Bruegel and TSE)
Optimal Selling Mechanisms for On-Line Services: When do Posted-Price and Auction-like Selling Mechanisms co-exist?
Discussant : **Wing Man Wynne LAM** (University of Liege)

Lukasz GRZYBOWSKI (Telecom ParisTech), Nestor DUCH-BROWN (IPTS) and Frank VERBOEN (University of Leuven and CEPR)
The Impact of Online Sales on Consumers and Firms – Evidence for Household Appliances
Discussant: **Marc IVALDI** (TSE)

13:15 – 14:30 **Lunch** 🍽️ ☞ *Building S - Room MS 002*

PARALLEL SESSION 3 – ICT ☞ *Building S - Room MS 003*

14:30 – 16:00 **Christos GENAKOS** (Athens University of Economics and Business and CEPR),
Costas ROUMANIAS (Athens University of Economics and Business) and
Tommaso VALLETTI (Imperial College London and University of Rome
“Tor Vergata” and CEPR)
Loss Aversion on the Phone
Discussant: **François JEANJEAN** (Orange)

Georges Vivien HOUNGBONON (PSE)
*The Effect of Market Concentration on the Price of Wireless Communications
Services*
Discussant: **Anna D’ANNUNZIO** (Telenor Research)

PARALLEL SESSION 4 – Platforms 2 ☞ *Building S - Room MS 001*

14:30 – 16:00 **Paul BELLEFLAMME** (Université Catholique de Louvain) and
Eric TOULEMONDE (University of Namur)
Innovation Incentives for Competing Two-Sided Platforms
Discussant: **Jacques CREMER** (TSE)

Sebastien BROOS (University of Liege, HEC-Ulg, LCH, Belgium) and
Axel GAUTIER (University of Liege-ULg, HEC Management School and LCII,
Belgium)
Competing One-Way Essential Complements: The Forgotten Side of Net Neutrality
Discussant: **Florian SCHUETT** (Tilburg University)

16:00 – 16:30 **Coffee break** ☕ ☞ *Building S - Room MS 002*

16:30 – 18:00 **SUZANNE SCOTCHMER MEMORIAL LECTURE**
☞ *Building I - Amphi Guy Isaac*

Joshua GANS (Rotman School of Management, University of Toronto)
Markets for Scientific Attribution
Discussant: **Yossi SPIEGEL** (Tel Aviv University)

20:00 **Dinner** 🍽️

Friday, January 8, 2016

PLENARY SESSION 2 – Intellectual property and business models ☞ *Building I - Amphi Guy Isaac*

8:45 – 10:45

Jay Pil CHOI (Michigan State University and Yonsei University) and
Heiko GERLACH (University of Queensland)
A Model of Patent Trolls
Discussant: **Andrei HAGIU** (Harvard Business School)

Jorge PADILLA (Compass Lexecon), Kriti GUPTA (Qualcomm Economics and Strategy) and Gerard LLOBET (CEMFI and CEPR)
The Licencing of Complementary Innovation and the Threat of Litigation
Discussant: **Yassine LEFOUILI** (TSE)

Joel WALDFOGEL (Minnesota)
The Case of Spotify
Discussant: **Paul SEABRIGHT** (TSE/IAST)

10:45 – 11:00

Coffee break ☕

☞ *Building S - Room MS 002*

PARALLEL SESSION 5 – Theory

☞ *Building S - Room MS 001*

11:00 – 12:30

Byung-Cheol KIM (Georgia Institute of Technology) and Jin Yeub KIM
(University of Nebraska-Lincoln)
The Economics of the Right To Be Forgotten
Discussant: **Daniel Li CHEN** (TSE-IAST)

Nikrooz NASR (TSE), Doh-Shin JEON (TSE) and Domenico MENICUCCI
(Università Degli Studi di Firenze)
Dynamics of Compatibility under Switching Costs
Discussant: **Yaron YEHEZKEL** (Tel Aviv University)

PARALLEL SESSION 6 – Crowdsourcing

☞ *Building S - Room MS 003*

11:00 – 12:30

Matthew ELLMAN (CSIC and Barcelona GSE) and Sjaak HURKENS (CSIC,
Barcelona GSE, IESE Business School, University of Navarra)
Optimal Crowdfunding Design
Discussant: **Gerard LLOBET** (CEMFI)

Lei XU (McGill University), Tingting NIAN (University of California, Irvine) and
Luis CABRAL (New York University and CEPR)
What Makes Geeks Tick? A Study of Stack Overflow Careers
Discussant: **Andras NIEDERMAYER** (University of Mannheim)

12:30 – 14:00

Lunch 🍽️

☞ *Building S - Room MS 002*

PARALLEL SESSION 7 – Advertising platforms

☞ *Building S - Room MS 001*

14:00 – 15:30 **Doh-Shin JEON** (TSE), Byung-Cheol KIM (Georgia Institute of Technology) and Domenica MENICUCCI (Universita Degli Studi di Firenze)
Price Discrimination by a Two-Sided Platform: With Applications to Advertising and Privacy Design

Discussant: **Greg TAYLOR** (Oxford Internet Institute)

Anna D'ANNUNZIO (Telenor Research) and Antonio RUSSO (ETH Zurich and CESifo)

Ad Networks and Multi-homing Consumers

Discussant: **Stefan BEHRINGER** (GMX)

PARALLEL SESSION 8 – Intellectual property 2

☞ *Building S - Room MS 003*

14:00 – 15:30 **Justus BARON** (Northwestern University) and Tim POHLMANN (Mines ParisTech-Cerna and Berlin University of Technology)
The Effect of Patent Pools on Patenting and Innovation – Evidence from Contemporary Technology Standards

Discussant: **Steffen JURANEK** (NHH Norwegian School of Economics)

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Gaétan DE RASSENFOSSE (Ecole Polytechnique Fédérale de Lausanne), Adam B. JAFFE (Motu Economic and Public Policy Research, Te Punaha Matatini Centre of Research Excellence) and Elizabeth WEBSTER (Swinburne University of Technology)

How Weak Are Our Patents? An Answer From Multiple Examiners

Discussant: **Tim POHLMANN** (Mines ParisTech-Cerna and Berlin University of Technology)

15:30 – 16:00 **Coffee break** ☕

☞ *Building S - Room MS 002*

16:00 – 17:30 **ROUNDTABLE – PLATFORM COMPETITION AND REGULATION**

☞ *Building I - Amphi Guy Isaac*

Cristina CAFFARRA (CRA)

Diane COYLE (University of Manchester)

Roman INDERST (University of Frankfurt)

Pierrick LE MASNE (ACCOR)

Jean TIROLE (TSE)