

PROGRAM



10th CONFERENCE ON THE ECONOMICS OF INTELLECTUAL PROPERTY SOFTWARE AND THE INTERNET

TOULOUSE
JANUARY 12-13 2017

The digital economy and its consequences for modern societies. Theoretical, econometric, experimental and policy-oriented research.

TSE - Manufacture des Tabacs
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Organisers:
Jacques Crémer Alexandre de Cornière
Paul Seabright Lei Xu



THE JEAN-JACQUES LAFFONT
DIGITAL CHAIR





Thursday, January 12, 2017

- 8:30 Registration
- 8:55 – 9:00 Welcoming address **☞ Room MS 001**
- 9:00 – 10:15 **INVITED LECTURE**
Chair: Alexandre DE CORNIERE (TSE)
- Avi GOLDFARB** (Rotman School of Management), Joshua GANS (Rotman School of Management) and Mara LEDERMAN (Rotman School of Management)
Exit, Tweets, and Loyalty
- 10:15 – 10:45 **Coffee break** ☕ **☞ Room MS 002**
- 10:45 – 12:45 **PARALLEL SESSION 1 – Two-sided markets and competition policy**
☞ Room MS 001
- Greg TAYLOR** (University of Oxford) and Alexandre DE CORNIERE (TSE)
Application Bundling in Platform Markets
Discussant: **Jay Pil CHOI** (Michigan State University and HIAS, Hitotsubashi University)
- Doh-Shin JEON** (TSE) and Jay Pil CHOI (Michigan State University)
A Leverage Theory of Tying in Two-Sided Markets
Discussant: **Bernard CAILLAUD** (PSE)
- Jérôme POUYET** (PSE) and Thomas TREGOUET (Université de Cergy-Pontoise, THEMA)
Vertical Mergers in Platform Markets
Discussant: **Bruno JULLIEN** (TSE)
- 10:45 – 12:45 **PARALLEL SESSION 2 - News media** **☞ Room MS 003**
- Ruben DURANTE** (Universitat Pompeu Fabra), Graham BEATTIE (University of Pittsburgh), Brian KNIGHT (Brown University and NBER) and Ananya SEN (MIT),
Do Media Bias New in Favor of Advertiser? Evidence from News Coverage of Car Safety Recalls in US Newspapers
Discussant: **Arnaud PHILIPPE** (IAST)

Parallel sessions: 25 minutes for speakers and 10 minutes for discussants
The presenter of the last paper of the session will be chair of the session.





Joan CALZADA (Universitat de Barcelona) and Ricard GIL (Johns Hopkins Carey Business School)

What Do News Aggregators Do? Evidence from Google News in Spain and Germany

Discussant: **Paul SEABRIGHT** (IAST-TSE)

Matthew ELLMAN (Institute for Economic Analysis CSIC and BGSE) and Tomas RODRIGUEZ (Universitat Autònoma de Barcelona, MOVE and BGSE)

Strategic Grouping and Search for Quality Journalism, Online Versus Offline

Discussant: **Markus REISINGER** (Frankfurt School of Finance & Management)

12:45 – 14:00

Lunch ☺

☞ **Room MS 002**

14:00 – 16:00

PARALLEL SESSION 3 – Privacy

☞ **Room MS 001**

Session sponsored by MICROSOFT

Byung-Cheol KIM (Georgia Institute of Technology), Jay Pil CHOI (Michigan State University) and Doh-Shin JEON (TSE)

Privacy and Personal Data Collection with Information Externalities

Discussant: **Alexandre DE CORNIERE** (TSE)

Wouter VERGOTE (University Saint-Louis Bruxelles), Paul BELLEFLAMME (Université Catholique de Louvain) and Wing Man Wynne LAM (Université de Liège)

Price Discrimination and Dispersion under Asymmetric Profiling of Consumers

Discussant: **Yassine LEFOUILI** (TSE)

Ying Lei TOH (TSE) and Yassine LEFOUILI (TSE)

Privacy and Quality

Discussant: **Andres HERVAS-DRANE** (Cass Business School)

14:00 – 16:00

PARALLEL SESSION 4 – Empirical

☞ **Room MS 003**

Seth G. BENZELL (Boston University), Marshall VAN ALSTYNE (Boston University and MIT Initiative on the Digital Economy), and Guillermo LAGARDA (Boston University and Interamerican Development Bank)

The Impact of APIs on Firm Performance

Discussant: **Anja LAMBRECHT** (London Business School)

Anja LAMBRECHT (London Business School) and Catherine TUCKER (MIT)

Algorithmic Bias? An Empirical Study into Apparent Gender-Based Discrimination in the Display of STEM Career Ads

Discussant: **Marie LALANNE** (Goethe University)

Parallel sessions: 25 minutes for speakers and 10 minutes for discussants

The presenter of the last paper of the session will be chair of the session.



Xiang HUI (MIT- Sloan School of Management)

E-commerce Platforms and International Trade: A Large-Scale Field Experiment

Discussant: **Isis DURMEYER** (TSE)

16:00 – 16:30

Coffee break ☕

☞ *Room MS 002*

16:30 – 18:00

ROUNDTABLE – Markets for Data

☞ *Room MS 001*

Chair: Jacques CREMER (TSE)

Alessandro BONATTI (TSE and Sloan School of Management, MIT)

Thomas FETZER (Head of the Department of Law, University of Mannheim)

Raoul MALLART (Vice-President Imagineering, Sigfox)

Fiona SCOTT MORTON (Yale School of Management)

20:00

Dinner 🍽️

Friday, January 13, 2017

8:30 – 10:30

PLENARY SESSION

☞ *Room MS 001*

Chair: Lei XU (TSE)

Joel WALDFOGEL (University of Minnesota and NBER), Benjamin SHILLER (Brandeis University) and Johnny RYAN (PageFair)

Will Ad Blocking Break the Internet?

Discussant: **Ana GAZMURI** (TSE)

Chiara FARRONATO (Harvard Business School) and Andrey FRADKIN (MIT Sloan School of Management and Airbnb Inc.)

Market Structure with the Entry of Peer-to-Peer Platforms: The Case of Hotels and Airbnb

Discussant: **Mathias REYNAERT** (TSE)

Renato GOMES (TSE) and Jean TIROLE (TSE)

Drip Pricing and Missed Sales

Discussant: **Alessandro BONATTI** (TSE)

10:30 – 11:00

Coffee break ☕

☞ *Room MS 002*

Parallel sessions: 25 minutes for speakers and 10 minutes for discussants

The presenter of the last paper of the session will be chair of the session.





11:00 – 13:00

PARALLEL SESSION 5 – Sharing economy

Room MS 001

Thierry PENARD (CREM, University of Rennes 1), Mehdi FARAJALLAH (Marsouin) and Robert G.HAMMOND (North Carolina State University)

What Drives Pricing Behavior in Peer-to-Peer Markets? Evidence from the Carsharing Platform BlaBlaCar

Discussant: **Joel WALDFOGEL** (University of Minnesota and NBER)

Meng LIU (MIT Sloan, Initiative on the Digital Economy) and Tom Chungsang LAM (Clemson University)

Measuring Consumer Surplus in the On-Demand Economy: the Case of Ride Sharing

Discussant: **Marc IVALDI** (TSE)

Timothy YEUNG (Université de Paris Dauphine) and Diane COYLE (University of Manchester)

Understanding Airbnb in Fourteen European Cities

Discussant: **Chiara FARRONATO** (Harvard Business School)

11:00 – 13:00

PARALLEL SESSION 6 – Theory

Room MS 003

Emilio CALVANO (University of Bologna) and Bruno JULLIEN (TSE)

Recommender Systems: Trust and Biased Advice

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

Andrei HAGIU (MIT Sloan School of Management) and Julian WRIGHT (National University of Singapore)

Sharing Revenue and Control

Discussant: **Wilfried SAND-ZANTMAN** (TSE)

Andrea MANTOVANI (University of Bologna and Barcelona Institute of Economics), Gaston LLANES (Pontificia Universidad Catolica de Chile) and Francisco RUIZ-ALISEDA

Entry into Complementary Good Markets with Network Effects

Discussant: **Jacques CREMER** (TSE)

13:00 – 14:00

Lunch

Room MS 002

Parallel sessions: 25 minutes for speakers and 10 minutes for discussants

The presenter of the last paper of the session will be chair of the session.





14:00 – 16:00

PARALLEL SESSION 7 – Search

☞ Room MS 001

Renaud FOUCART (Humboldt University, Berlin)

Metasearch and Market Concentration

Discussant: **Heiko KARLE** (Frankfurt School of Finance & Management
gemeinnützige GmbH)

Régis RENAULT (Université de Cergy-Pontoise, Thema)

Direct Response and Advertising and Passive Search

Discussant: **Andrew RHODES** (TSE)

Sergei KOVBASYUK (EIEF) and SPAGNOLO Giancarlo (SITE - Stockholm
School of Economics, EIEF & CEPR)

Memory and Markets

Discussant: **Daniel GARRETT** (TSE)

14:00 – 16:00

PARALLEL SESSION 8 – Copyright/IP

☞ Room MS 003

Christian PEUKERT (University of Zurich) and Tobias KRETSCHMER
(LMU Munich, CEPR London)

Video Killed the Radio Star? Online Music Videos and Recorded Music Sales

Discussant: **Stefan LAMP** (TSE)

Zhuang LIU (University of Western Ontario)

Estimating the Effects of File-sharing on Movie Box-office

Discussant: **Giulia PAVAN** (TSE)

Emilio RAITERI (Ecole Polytechnique Fédérale de Lausanne) and
Gaétan DE RASSENFOSSE (Holder of the Chair of Innovation and IP Policy
Ecole polytechnique fédérale de Lausanne)

Technology Protectionism and the Patent System: Strategic Technologies in China

Discussant: **Stephen MAURER** (University of California, Berkeley)

16:00 – 16:30

Coffee break ☕

☞ Room MS 002

16:30 – 17:45

SUZANNE SCOTCHMER MEMORIAL LECTURE

☞ Room MS 001

Chair: Paul SEABRIGHT (IAST-TSE)

Fiona SCOTT MORTON (Yale School of Management)

Online Vertical Restraints and Search Advertising

Parallel sessions: 25 minutes for speakers and 10 minutes for discussants

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