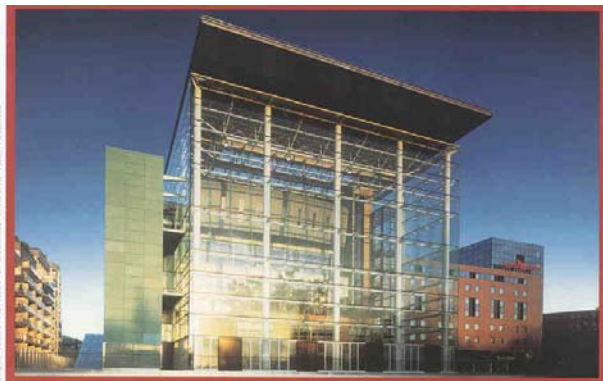


Third bi-annual conference on
*« The Economics of the Software
and Internet Industries »*
Toulouse, January 21-22, 2005



CONFERENCE VENUE :

CENTRE DE CONGRES PIERRE BAUDIS

11, Esplanade Compans-Caffarelli
(1st floor – salle Cassiopée)
- 31000 Toulouse -

<http://www.centre-congres-toulouse.fr>

**with a pre-conference workshop on Open Source Software and Intellectual
Property in the Software Industry**

on January 20, 2005 at IDEI

• **SCIENTIFIC COMMITTEE:**

Philippe Aghion, Mathias Dewatripont, Claude Crampes,
Jacques Crémer, Marc Ivaldi, Bruno Jullien, Gilles Saint-
Paul, Paul Seabright, JeanTirole

• **SECRETARIAT:**

Florence Chauvet softint@cict.fr

http://idei.fr/conference/internet_2005.html

FRIDAY, January 21, 2005

8:50 Welcome to participants by **Jacques CREMER** (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

MORNING SESSION 1

Chair: Jacques CREMER (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

9:00 – 9:45 **Jay Pil CHOI** (Michigan State University), **E.GAARD KRISTIANSEN** (Norwegian School of Economics and Business Administration) and **J. NAHM** (HKUST)
Vaporware

Discussant: **David MARTIMORT** (Université de Toulouse 1, IDEI, GREMAQ)

9:45 – 10:30 **Yossi SPIEGEL** and **N. GANTMAN** (Tel Aviv University)
Adware, Shareware, and Consumer Privacy

Discussant: **Diego MORENO** (Universidad Carlos III de Madrid)

10:30 – 11:00 **Coffee break** ☕

MORNING SESSION 2 **Chair: Helmuth CREMER** (Université de Toulouse 1, IDEI, GREMAQ)

11:00 – 11:45 **Simon P. ANDERSON** (University of Virginia) and **A. de PALMA** (THEMA, Université de Cergy-Pontoise)
Junk Mail

Discussant: **Bruno JULLIEN** (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

11:45 – 12:30 **Rossella ARGENZIANO** (Yale University)
Differentiated Networks: Equilibrium and Efficiency

Discussant: **Jacques CREMER** (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

12:30 – 14:00 **Lunch** – *Salle Caravelle 2 (groundfloor)*

AFTERNOON SESSION **Chair: Claude CRAMPES** (Université de Toulouse 1, IDEI, GREMAQ)

14:00 – 14:45 **Michael ROTHSCHILD** (Princeton University)
Network Externalities, Search Engines, and Advertising or What is Google Worth?

Discussant: **Gary BIGLAISER** (University of North Carolina)

14:45 – 15:30 **Andrei HAGIU** (Research Institute for the Economy Trade and Industry and Princeton University)
Two-Sided Platforms: Pricing and Social Efficiency

Discussant: **Paul SEABRIGHT** (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

15:30 – 16:00 **Coffee break** ☕

ROUNDTABLE – STANDARD-SETTING

Chair: Jean TIROLE (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

16:00 – 17:45 **Jacques CREMER** (IDEI, Université de Toulouse 1, GREMAQ)

Richard DELMAS (European Commission)

Ken KRECHMER (International Center for Standards Research,
University of Colorado)

Joshua LERNER (Harvard University)

20:00 **Conference Dinner** – *Fondation Bemberg, Hôtel d'Assézat, Place d'Assézat, Toulouse*

SATURDAY, January 22, 2005

MORNING SESSION **Chair: David EVANS** (LECG)

9:00 – 9:45 **Doh-Shin JEON** (Universitat Pompeu Fabra) and **D. MENICUCCI** (Università di Firenze)

Bundling Electronic Journals and Competition among Publishers

Discussant: **Jean-Charles ROCHET** (Université de Toulouse 1, IDEI, GREMAQ)

9:45 – 10:30 **Suzanne SCOTCHMER** and **Y. PARK** (University of California, Berkeley)

Digital Rights Management and the Pricing of Digital Products

Discussant: **Emmanuel FARHI** (MIT)

10:30 – 11:00 **Coffee break** ☕

PARALLEL SESSION 1 (*Salle Cassiopée*)

Chair: Patrick REY (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

11:00 – 11:45 **Marc BOURREAU** (ENST, CREST-LEI) and **P. DOGAN** (Koç University)

Partial Licensing of Product Innovations

Discussant: **Jae NAHM** (HKUST)

11:45 – 12:30 **Yann MENIERE** (CERNA, Ecole des Mines de Paris) and **S. PARLANE** (University College Dublin)

A Dynamic Model of Cross Licensing

Discussant: **Jean TIROLE** (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

PARALLEL SESSION 2 (*Salle Argos – 1st floor*)

Chair: Marc IVALDI (Université de Toulouse 1, IDEI, EHESS, CEPR)

11:00 – 11:45 **Katharina SAILER** (University of Munich)

Searching the eBay Marketplace

Discussant: **Christophe BISIÈRE** (IDEI, Université de Toulouse 1, GREMAQ)

11:45 – 12:30 **Pedro PEREIRA** (Portuguese Competition Authority) and E.M. DINLERSOZ
(University of Houston)

On the Diffusion of Electronic Commerce

Discussant: **Tommaso VALLETTI** (Imperial College London and CEPR)

12:30 – 14:00 **Lunch - Salle Caravelle 2 (groundfloor)**

AFTERNOON SESSION Chair: André GRIMAUD (Université de Toulouse 1, IDEI, GREMAQ)

14:00 – 15:00 **Gilles SAINT-PAUL** (IDEI, Université de Toulouse 1, GREMAQ, CEPR)

Welfare Effects of Intellectual Property in a North-South Model of Endogenous Growth with Comparative Advantage

Discussant: **Gino GANCIA** (CREI and UPF)

15:00 – 15:15 **Coffee break** ☕

ROUNDTABLE 2 – IMPACT OF INFORMATION TECHNOLOGY ON ORGANIZATIONS

Chair: Paul SEABRIGHT (Université de Toulouse 1, IDEI, GREMAQ, CEPR)

15:15 – 17:15 **Neil GANDAL** (Tel Aviv University, Michigan State University and CEPR)

Marshall VAN ALSTYNE (MIT and Boston University)

Fiona SCOTT MORTON (Yale School of Management)

John VAN REENEN (London School of Economics, CEPR)