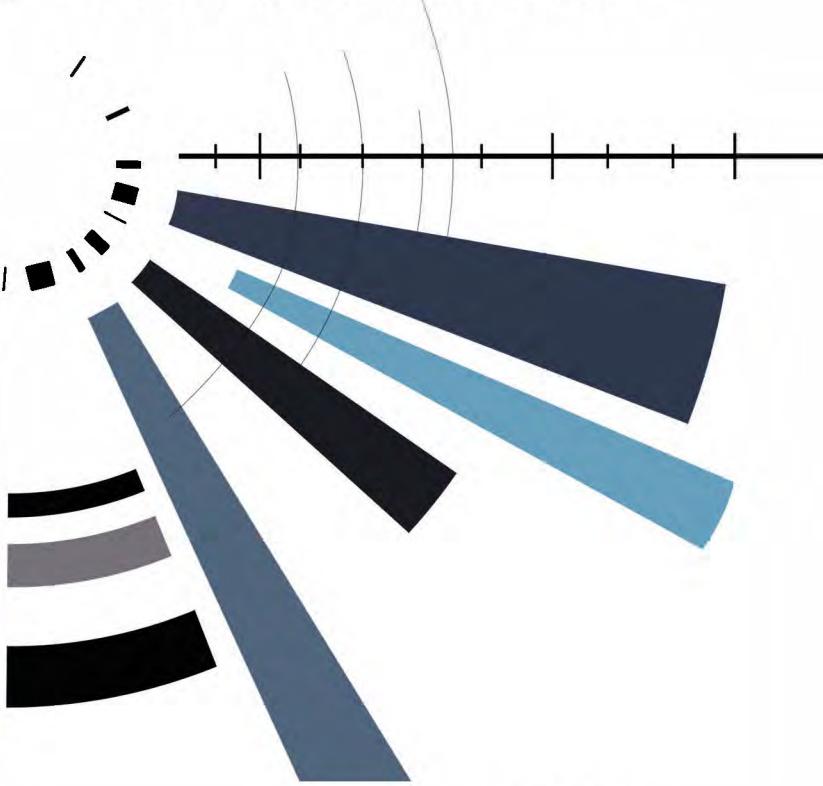


# PROGRAM



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

16:00 – 16:30	<b>Coffee break</b> ☕	☞ <b>Room MS 002</b>
16:30 – 18:00	<b>ROUNDTABLE – Markets for Data</b> Chair: Jacques CREMER (TSE)	☞ <b>Room MS 001</b>
<p><b>Alessandro BONATTI</b> (TSE and Sloan School of Management, MIT) <b>Thomas FETZER</b> (Head of the Department of Law, University of Mannheim) <b>Raoul MALLART</b> (Vice-President Imagineering, Sigfox) <b>Fiona SCOTT MORTON</b> (Yale School of Management)</p>		
20:00 <b>Dinner</b> 🍽		

**Friday, January 13, 2017**

8:30 – 10:30	<b>PLENARY SESSION</b> Chair: Lei XU (TSE)	☞ <b>Room MS 001</b>
<p><b>Joel WALDFOGEL</b> (University of Minnesota and NBER), Benjamin SHILLER (Brandeis University) and Johnny RYAN (PageFair) <i>Will Ad Blocking Break the Internet?</i> Discussant: <b>Ana GAZMURI</b> (TSE)</p>		
<p><b>Chiara FARRONATO</b> (Harvard Business School) and Andrey FRADKIN (MIT Sloan School of Management and Airbnb Inc.) <i>Market Structure with the Entry of Peer-to-Peer Platforms: The Case of Hotels and Airbnb</i> Discussant: <b>Mathias REYNAERT</b> (TSE)</p>		
<p><b>Renato GOMES</b> (TSE) and Jean TIROLE (TSE) <i>Drip Pricing and Missed Sales</i> Discussant: <b>Alessandro BONATTI</b> (TSE)</p>		
10:30 – 11:00	<b>Coffee break</b> ☕	☞ <b>Room MS 002</b>

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.



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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 Católica 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 RASSENFOSSÉ** (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

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

