



**Conference on the Economics of  
Information and Communication Technologies  
Paris, March 31 - April 1, 2017**

Conference Venue: Telecom ParisTech, 46 rue Barrault, 75013 Paris, Metro Corvisart (line 6)

Conference Programme

Conference sponsored by the Innovation and Regulation Chair

(<http://innovation-regulation.eu/>)

**Friday, March 31. Conference Venue:** Telecom ParisTech, main entrance (46 rue Barrault, 75013 Paris).

9:00-9:30 Registration (Hall Barrault)

9:30-10:30 Keynote Lecture 1 (Room: B312); Chair: Christine ZULEHNER (Goethe University Frankfurt and Telecom ParisTech)

**Volker NOCKE** (University of Mannheim and UCLA)

*"Internal vs. External Growth in Industries with Scale Economies: A Computational Model of Optimal Merger Policy"*

10:30-11:00 Coffee Break (Room: Main Hall)

11:00-13:00 Parallel Sessions 1

**1a (Room: B312): Data and privacy (Theory)**

Chair: TBA ()

Fabrizio GERMANO\* (Universitat Pompeu Fabra), Francesco SOBBRIO (LUISS)  
*Opinion Dynamics via Search Engines (and other Algorithmic Gatekeepers)*  
Discussant: Matthieu MANANT (University of Paris Sud)

Anna D'ANNUNZIO\* (Telenor Group), Antonio RUSSO (ETH Zurich and CESifo)  
*Ad networks, consumer tracking, and privacy*  
Discussant: Jérôme POUYET (Paris School of Economics)

Ying LEI TOH\* (Toulouse School of Economics), Yassine LEFOUILI (Toulouse School of Economics)  
*Privacy and Quality*  
Discussant: Romain DE NIJS (Ecole Polytechnique)

**1b (Room: Emeraude): Advertising (Theory/Empirics)**

Chair: TBA ()

Jiekai ZHANG\* (PSL Research University and CREST)  
*Impact of TV advertising length caps: Evidence from the French broadcast TV industry*  
Discussant: Lukasz GRZYBOWSKI (Telecom ParisTech)

Ananya SEN\* (MIT Sloan School of Management), Graham BEATTIE (University of Pittsburgh), Ruben DURANTE (Universitat Pompeu Fabra and CEPR), Brian KNIGHT (Brown University and NBER)  
*Advertising Spending and Media Bias: Evidence from News Coverage of Car Safety Recalls*  
Discussant: Uli LAITENBERGER (University of Mannheim and ZEW)

Tobias WENZEL\* (University of Bath), Alexander RASCH (DICE), Miriam THONE (DICE)  
*Business models in commercial media markets: Bargaining, advertising, and mixing*  
Discussant: Thibaud VERGE (ENSAE)

13:00-14:00 Lunch Break (Room: Main Hall)

14:00-16:00

Parallel Sessions 2

**2a (Room: B312): Media/Distribution (Theory)**

Chair: TBA ()

Alexandre de CORNIERE\* (Toulouse School of Economics), Miklos SARVARY (Columbia Business School)

*Social media and the news industry*

Discussant: Anna D'ANNUNZIO (Telenor Group)

Germain GAUDIN\* (European Commission), Marc BOURREAU (Telecom ParisTech), Pinar DOGAN (Harvard University)

*Strategic use of personalized recommendation systems by streaming platforms*

Discussant: Greg TAYLOR (University of Oxford)

Jerome POUYET\* (Paris School of Economics), David BARDEY (Universidad de Los Andes), Denis GROMB (HEC Paris), David MARTIMORT (Paris School of Economics)

*Drugs, Showrooms and Financial Products: Competition and Regulation when Sellers Provide Expert Advice*

Discussant: Marianne VERDIER (University of Paris 2)

**2b (Room: Emeraude): Online (Empirics)**

Chair: TBA ()

Itai ATER\* (Coller School of Management, Tel Aviv University), Oren RIGBI (Ben Gurion University)

*The Effect of Mandatory Disclosure of Retail Prices: Evidence from the Israeli Supermarket Industry*

Discussant: Christian PEUKERT (University of Zurich)

Dainis ZENGERS\* (LMU Munich)

*Building an Online Reputation with Free Content: Evidence from the E-book Market*

Discussant: Thierry PENARD (University of Rennes)

Shachar REICHMAN\* (Tel Aviv University and MIT Sloan School of Management), Sagit BAR-GILL (MIT Sloan School of Management)

*When Online Engagement Gets in the Way of Offline Sales - A Natural Experiment*

Discussant: Christophe BELLEGO (INSEE-CREST)

16:00-16:30

Coffee Break (Room: Main Hall)

16:30-18:30

Parallel Sessions 3

**3a (Room: B312): Innovation (Theory/Empirics)**

Chair: Marc BOURREAU (Telecom ParisTech)

Christian PEUKERT\* (University of Zurich), Imke REIMERS (Northeastern University)

*Digital Disintermediation and the Market for Ideas*

Discussant: Serge PAJAK (University of Paris Sud)

Neil GANDAL\* (Berglas School of Economics, Tel Aviv University), Peter NAFTALIEV (Berglas School of Economics, Tel Aviv University), Uriel STETTNER (Coller School of Management, Tel Aviv University)

*Following the Code: Spillovers and Knowledge Transfer*

Discussant: Christine ZULEHNER (Goethe University Frankfurt and Telecom ParisTech)

Florian SCHUETT\* (TILEC, Tilburg University), Pierre LAROUCHE (TILEC, Tilburg University)

*Repeated interaction in standard setting*

Discussant: Marc BOURREAU (Telecom ParisTech)

**3b (Room: Emeraude): Platforms (Empirics)**

Chair: Maya BACACHE (Telecom ParisTech)

Olga SLIVKO\* (ZEW), Kathrin BORCHERT (University of Würzburg), Matthias HIRTH (University of Würzburg), Michael KUMMER (ZEW), Ulrich LAITENBERGER (ZEW), Olga SLIVKO (ZEW), Steffen VIETE (ZEW)

*Unemployment and Online Labor*

Discussant: Maya BACACHE (Telecom ParisTech)

Rodrigo BELO\* (Rotterdam School of Management, Erasmus University), Ting LI (Rotterdam School of Management, Erasmus University)

*Referral Policies for Platform Growth: A Randomized Experiment in an Exclusive Online Dating Site*

Discussant: Grazia CECERE (Telecom Business School)

Carlotta MARIOTTO\* (CERNA, Ecole des Mines de Paris), Marianne VERDIER (University Paris 2 Panthéon Assas, and CERNA, Ecole des Mines de Paris), Olena HAVRYLCHYK (University of Lille and CEPII), Talal RAHIM (Boston University)

*What drives the expansion of the peer-to-peer lending?*

Discussant: Ananya SEN (MIT Sloan School of Management)

19:00

Conference Dinner (for speakers and chair persons) at Restaurant Les Ombres

<http://www.lesombres-restaurant.com>

**Saturday, April 1. Conference Venue:** Telecom ParisTech, back entrance (49 rue Vergniaud, 75013 Paris).

9:00-11:00

Parallel Sessions 4

**4a (Room: B310): Regulation/Competition (Theory/Empirics)**

Chair: Vicente LAGOS (Telecom ParisTech)

Ozlem BEDRE-DEFOLIE\* (ESMT Berlin), Minjae SONG (Bates White Economic Consulting), Hannes ULLRICH (DIW Berlin)

*Assessing the Impact of Payment Card Fee Regulation*

Discussant: Uli LAITENBERGER (University of Mannheim and ZEW)

Reinhold KESLER\* (ZEW), Matthias HUNOLD (DICE), Ulrich LAITENBERGER (ZEW)

*Hotel rankings of online travel agents and pricing*

Discussant: Vicente LAGOS (Telecom ParisTech)

Robert SOMOGYI\* (CORE, Université catholique de Louvain)

*The Economics of Zero-rating and Net Neutrality*

Discussant: Joeffrey DROUARD (University of Rennes)

**4b (Room: B312): Telecommunications (Empirics)**

Chair: Lukasz Grzybowski (Telecom ParisTech)

Yutec SUN\* (University of Leuven)

*Market Entry and Network Investment*

Discussant: Georges Vivien HOUNGBONON (Toulouse School of Economics)

Michał GRAJEK\* (ESMT Berlin), Wolfgang BRIGLAUER (ZEW), Carlo CAMBINI (Politecnico di Torino)

*Regulation and Investment in European High-Speed Broadband Infrastructure*

Discussant: Yutec SUN (University of Leuven)

Maciej SOBOLEWSKI\* (University of Warsaw), Mikolaj CZAJKOWSKI (University of Warsaw)

*Strategic Use of External benefits for Entry Deterrence the Case of Mobile Telephony Market*

Discussant: Lukasz GRZYBOWSKI (Telecom ParisTech)

11:00-11:30

Coffee Break

11:30-12:30

Keynote Lecture 2 (Room B310): Chair: Marc BOURREAU (Telecom ParisTech)

**Frank VERBOVEN** (University of Leuven)

"Evaluating market consolidation and entry in mobile communications"