

15<sup>th</sup> ZEW Conference on

# The Economics of Information and Communication Technologies

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Forschungsgemeinschaft**

Mannheim, June 23/24, 2017

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**PROGRAMME**      Friday, June 23, 2017

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08:30	Arrival and Registration	
09:00	Room Luxemburg Welcome Address Achim WAMBACH (ZEW Mannheim, DE)	
09:15-10:30	Room Luxemburg Keynote Lecture I Chair: Irene BERTSCHEK (ZEW Mannheim, DE)  Hal VARIAN (Google and University of California, Berkeley, USA) <a href="#">Use and Abuse of Network Effects</a>	
10:30-11:00	Coffee Break	
11:00–12:30	Room Strasburg Parallel Session Ia: TV and Video Chair: Joel WALDFOGEL (University of Minnesota, USA)  Rex DU (University of Houston, USA), Linli XU (University of Minnesota, USA) and Kenneth WILBUR* (University of California, San Diego, USA) <a href="#">TV Ads and Search Spikes: Toward a Deeper Understanding</a> Discussant: Jiekai ZHANG	Room Luxemburg Parallel Session Ib: Reputation and Monitoring Chair: Konrad STAHL (University of Mannheim, DE)  Xiang HUI* (MIT, USA), Maryam SAEEDI (CMU), Giancarlo SPAGNOLO (SITE, Tor Vergata, Eief & CEPR) and Steve TADELIS (Amazon and University of California, Berkeley, USA) <a href="#">Certification, Reputation and Entry: An Empirical Analysis</a> Discussant: Konrad STAHL (University of Mannheim, DE)

Arlington, USA)

[Homophily and Social Network Engagement: Evidence from a Video Gaming Network](#)

Discussant: Christian PEUKERT

Jiekai ZHANG (PSL Research University and CREST-Ensaie, FR)

[Impact of TV Advertising Length Caps: Evidence from the French Broadcast TV Industry](#)

Discussant: Joel WALDFOGEL

IT) and Bruno JULLIEN (Toulouse School of Economics, FR)

[Can we Trust the Algorithms that Recommend Products Online? A Theory of Biased Advice with no Pecuniary incentives and Lab Evidence.](#)

Discussant: Christoph SCHOTTMÜLLER

Imke REIMERS\* (Northeastern University, USA) and Benjamin SHILLER (Brandeis University, USA)

[Does Big Data Undermine Competition? Application to Telematics in Car Insurance Markets](#)

Discussant: Xiang HUI

12:30-13:30

Lunch Break

13:30-14:30

Room Strasbourg

Parallel Session IIa: Crowdfunding

Chair: Olga SLIVKO (ZEW Mannheim, DE)

Room Luxemburg

IIb: INVITED SESSION I: organized by Florian STAHL (University of Mannheim, DE)

Chair: Florian STAHL

Keongtae KIM\* (City University of Hong Kong), Jooyoung PARK (Peking University), Yang PAN and Kunpeng ZHANG (University of Maryland, USA)

[Information Disclosure and Crowdfunding: An Empirical Analysis of the Disclosure of Project Risk](#)

Discussant: Olga SLIVKO

Brett GORDON (Northwestern University, USA), Florian ZETTELMAYER (Northwestern University and NBER, USA), Neha BHARGAVA and Dan CHAPSKY (Facebook, USA)

[A Comparison of Approaches to Advertising Measurement:](#)

[Evidence from Big Field Experiments at Facebook](#)

Fabian GAESSLER and Zhaoxin PU\* (Max Planck Institute for Innovation and Competition, Munich, DE)

[Taking the Crowd by the Hand - The Intermediary Role of Crowdfunding Platforms](#)

Discussant: Keongtae KIM

Brian BOLLINGER (Duke University, USA) and Wesley R. HARTMANN\* (Stanford Graduate School of Business, USA)

[Information vs. Automation and the Implications for Dynamic](#)

14:30-16:00

Room Strasbourg

Parallel Session IIIa: Sharing Economy

Chair: Ulrich LAITENBERGER (Télécom-Paristech, FR and ZEW)

Apostolos FILIPPAS\* and John J. HORTON (NYU, USA)

[The Tragedy of your Upstairs Neighbors: When is the Home-Sharing Externality Internalized?](#)

Discussant: Andrey FRADKIN

Room Luxemburg

Parallel Session IIIb: Innovation

Chair: Michela VECCHI

Jacques BUGHIN (McKinsey & Company, BE) and Nicolas van ZEEBROECK\* (Université Libre de Bruxelles, BE)

[The Case for Offensive Strategies in Response to Digital Disruption](#)

Discussant: Anna ROSSO

Matthias HUNOLD\* (Düsseldorf Institute for Competition Economics, DE), Reinhold KESLER

Pierre MOHNEN (Maastricht University, NL), George van Leeuwen and Michael

and Ulrich LAITENBERGER (ZEW, DE)  
[Hotel Rankings of Online Travel Agents and Pricing across Distribution Channels](#)  
 Discussant: Apostolos FILIPPAS

POLDER\* (Statistics Netherlands)  
[ICT and Innovation](#)  
 Discussant: Nicolas van ZEEBROECK

Chiara FARRONATO (Harvard Business School, US), Andrey FRADKIN\* (MIT Sloan School of Management, US)  
[Market Structure with the Entry of Peer-to-Peer Platforms: The Case of Hotels and Airbnb](#)  
 Discussant: Ulrich LAITENBERGER

Max NATHAN (University of Birmingham, UK) and Anna ROSSO\* (University of Milan, IT)  
[Innovative Events](#)  
 Discussant: Michela VECCHI

16:00-16:30

Coffee Break

16:30-17:30

Room Strasburg  
 Parallel Session IVa: Advertising I  
 Chair: Martin QUINN

Room Luxemburg  
 IVb: INVITED SESSION II  
 organized by Michael ZHANG (Hong Kong University of Science and Technology)  
 Chair: Michael ZHANG

Mingyu JOO\* (Ohio State University, USA), Wendy LI and Kenneth WILBUR (UC San Diego, USA)  
[Serial Position Effects in Advertising Communication](#)  
 Discussant: Andreas LANZ (University of Mannheim, DE)

Marit HINNOSAAR\*, Toomas HINNOSAAR (Collegio Carlo Alberto, IT), Michael KUMMER (Georgia Institute of Technology, USA and ZEW Mannheim, DE) and Olga SLIVKO (ZEW Mannheim, DE)  
[Does Wikipedia Matter? The Effect of Wikipedia on Tourist Choices](#)

Elham MALEKI, Daniel RINGEL and Bernd SKIERA \*(Goethe University Frankfurt, DE)  
[Competitive Evolution Analysis for Consumer Attention](#)  
 Discussant: Martin QUINN

Michael ZHANG (Hong Kong University of Science and Technology)  
[Collusion or Naivety? On the Strange Bidding Behavior of Keyword Advertisers](#)

17:45-19:00

*The Data Economy: Threats and Opportunities*  
*Roundtable Discussion with Hal Varian and Achim Wambach*

19:10

Meeting at ZEW, Departure by Bus  
 Conference Dinner in Ruppertsberg

PROGRAMME Saturday, June 24, 2017

09:00-10:30	Room Strasburg Parallel Session Va: Platforms Chair: Timothy WYNDHAM	Room Luxemburg Parallel Session Vb: Welfare and Growth Chair: Mary O'Mahony (King's College London, UK)
	Andrew RHODES* (Toulouse School of Economics, FR), Makoto WATANABE (VU University of Amsterdam, NL) and Jidong ZHOU (Yale University, USA) <a href="#">Multiproduct Intermediaries</a> Discussant: Greg TAYLOR	Kathrin BORCHERT, Matthias HIRTH (University of Würzburg, DE), Michael KUMMER (Georgia Institute of Technology, USA and ZEW Mannheim, DE), Ulrich LAITENBERGER, Olga SLIVKO* and Steffen VIETE (ZEW Mannheim, DE) <a href="#">Unemployment and Online Labor</a> Discussant: Avinash GANNAMANENI
	Marcel PREUSS (University of Mannheim, DE) <a href="#">Online Search Tracking and Consumer Privacy</a> Discussant: Andrew RHODES	Fabio PIERI (University of Trento, IT), Ana RINCON-AZNAR(NIESR, UK), Michela VECCHI* (Middlesex University, UK) and Francesco VENTURINI (University of Perugia, IT) <a href="#">Does it Take Two to Tango? The Impact of ICT and R&amp;D on Efficiency</a> Discussant: Michael POLDER
	Heiko KARLE (Frankfurt School of Finance and Management, DE), Martin PEITZ (University of Mannheim, DE), Markus REISINGER* (Frankfurt School of Finance and Management, DE) <a href="#">Segmentation versus Agglomeration: Competition between Platforms with Competitive Sellers</a> Discussant: Timothy WYNDHAM	Erik BRYNJOLFSSON (MIT, USA), Felix EGGERS (University of Groningen, BE) and Avinash GANNAMANENI* (MIT, USA) <a href="#">Using Massive Online Choice Experiments to Measure Changes in Well-being</a> Discussant: Mary O'MAHONY
10:30-11:00	Coffee Break	
11:00-12:30	Room Strasburg Parallel Session VIa: Apps Chair: Michael KUMMER	Room Luxemburg Parallel Session VIb: Advertising II Chair: Ken WILBUR
	Grazia CECERE*, Fabrice LE GUEL and Vincent LEFRERE (University of Paris Sud, FR) <a href="#">Personal Data and Free Applications</a> Discussant: Patrick SCHULTE (ZEW Mannheim, DE)	David BOUNIE (Télécom ParisTech, FR), Valerie MORRISSON (Center for the Study of Advertising Media, FR) and Martin QUINN* (Télécom ParisTech, FR) <a href="#">Do you See What I See? Ad Viewability and the Economics of Online Advertising</a> Discussant: Minguyi YOO

Reinhold KESLER (ZEW Mannheim DE),  
Michael KUMMER\* (Georgia Institute of  
Technology, USA and ZEW, DE) and Patrick  
SCHULTE (ZEW Mannheim, DE)

[User Data, Market Power and Innovation  
in Online Markets: Evidence from the  
Mobile App Industry](#)

Discussant: Imke REIMERS

Joel WALDFOGEL

[Does Digitization Threaten Local Culture?  
Music in the Transition from iTunes to  
Spotify](#)

Discussant: Marcel PREUSS

Jens FÖRDERER and Armin HEINZL  
(University of Mannheim, DE)

[Third-Party Governance: Evidence from  
Apple's Worldwide Developer Conference](#)

Discussant: Michael KUMMER

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

[Will Ad Blocking Break the Internet?](#)

Discussant: Kenneth WILBUR

12:30-13:30

Lunch Break

13:30-14:45

Room Luxemburg

**Keynote Lecture II**

Chair: Martin PEITZ (University of Mannheim and ZEW, DE)

Steven TADELIS (Amazon and University of California, Berkeley, USA)

[Bilateral Bargaining in Online Markets: What Can the Data Teach us?](#)

14:45-15:15

Coffee Break

15:15-16:45

Room Strasburg

Parallel Session VIIa: Digital News

Chair: Emilio CALVANO

Room Luxemburg

Parallel Session VIIb: Competition Theory

Chair: Martin PEITZ (University of  
Mannheim and ZEW, DE)

Graham BEATTIE (University of Pittsburgh,  
USA), Ruben DURANTE (Universitat  
Pompeu Fabra, ES), Brian KNIGHT (Brown  
University and NBER) and Ananya SEN\*  
(MIT, USA)

[Advertising Spending and Media Bias:  
Evidence from News Coverage of Car  
Safety Recalls](#)

Discussant: Benjamin SHILLER

Jens PRÜFER (Tilburg University, NL) and  
Christoph SCHOTTMÜLLER\* (University of  
Copenhagen, DK)

[Competing with Big Data](#)

Discussant: Yossi SPIEGEL (Tel Aviv  
University, ISRAEL)

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

[Digital Disintermediation and the Market  
for Ideas](#)

Discussant: Ananya SEN

Alexandre de CORNIERE (University of  
Toulouse, FR) and Greg TAYLOR\*  
(University of Oxford, UK)

[Application Bundling in System Markets](#)

Discussant: Markus REISINGER

Oystein FOROS, Hans Jarle KIND and  
Timothy WYNDHAM\* (NHH Norwegian  
School of Economics)

[Tax-free Digital News?](#)

Discussant: Emilio CALVANO

Robert SOMOGYI (CORE, Université  
Catholique de Louvain, BE)

[The Economics of Zero-Rating and Net  
Neutrality](#)

Discussant: Martin PEITZ

16:45

End of Conference