

# Conference on Platform Markets - Regulation and Competition Policy

ZEW, MaCCI, University of Mannheim, GESY

Programme - May 31<sup>st</sup> to June 2<sup>nd</sup>, 2010

Monday, 31.05.2010

13:00-14:00	Lunch		<i>ZEW Euro-Bistro</i>
14:00-14:15	<b>Welcome Address:</b> Georg Licht (ZEW Mannheim, GERMANY)		<i>Room Luxembourg</i>
14:15-15:15	<b>Invited session I:</b> Chair: Georg Licht		<i>Room Luxembourg</i>
	<b>Simon Anderson (University of Virginia, USA): MULTI-PURCHASING</b>		
15:15-16:00	Coffee Break		
16:00-17:45	<b>Parallel sessions I: Empirics of Network Effects</b>		<b>Theory of Platform Competition</b>
	Chair: Marc Rysman	<i>Room Strasbourg</i>	Chair: Gerhard Clemenz
	Andrew CHING (University of Toronto, CANADA), Botao Yang		Renato GOMES (Northwestern University, USA)
	<b>Dynamics of Consumer Adoption of New Technology: The Case of ATM Cards</b>		<b>Mechanism Design in Two-Sided Markets</b>
	Discussant: Thomas Hildebrand		Discussant: Markus Reisinger
Jörg CLAUSSEN (Ludwig-Maximilians-University of Munich, GERMANY), Tobias Kretschmer, Philip Mayrhofer		Alexander WHITE (Toulouse School of Economics and Télécom Paristech, FRANCE)	
<b>Application Usage on Multi-Sided Platforms - Private Regulation and the Diffusion Process</b>		<b>Imperfect Platform Competition - A General Framework</b>	
Discussant: David Genesove		Discussant: Renato Gomes	
Thomas HILDEBRAND (European School of Management and Technology Berlin, GERMANY)		Markus REISINGER (Ludwig-Maximilians-University of Munich, GERMANY)	
<b>Estimating Network Effects in Two-Sided Markets: A Semi-Structural Approach</b>		<b>Unique Equilibrium in Two-Part Tariff Competition between Two-Sided Platforms</b>	
Discussant: Jörg Claussen		Discussant: Özlem Bedre-Defolie	
18:00-20:00	MaCCI Reception		<i>L7, 3-5, Room 458; please see enclosed map</i>

Tuesday, 01.06.2010

9:00-10:45	<b>Parallel sessions II: Media Markets I</b>		<b>Credit Cards</b>	
	Chair: Simon Anderson	<i>Room Luxembourg</i>	Chair: Carl Christian von Weizsäcker	<i>Room Strasbourg</i>
	Joshua GANS (University of Melbourne; Australia), Susan Athey, Emilio Calvano		Nicole JONKER (De Nederlandsche Bank Amsterdam, NETHERLANDS)	
	<b><i>Will the Internet Destroy the News Media ?</i></b>		<b><i>Card Acceptance and Surcharging the Role of Costs and Competition</i></b>	
	Discussant: Lapo Filistrucchi		Discussant: Marianne Verdier	
	Lapo FILISTRUCCHI (Tilburg University, NETHERLANDS), Stefan Behringer		Oz SHY (Federal Reserve Bank of Boston, USA)	
	<b><i>Price Wars in Two-Sided Markets: The Case of the UK Quality Newspapers</i></b>		<b><i>Who Gains and Who Loses from Credit Card Payments? Theory and Calibrations</i></b>	
	Discussant: Subhasish Chowdhury		Discussant: Lotta Väänänen	
	Subhasish M. CHOWDHURY (University of East Anglia Norwich, UK), Stephen Martin		Marianne VERDIER (University Paris Ouest Nanterre La Défense, FRANCE)	
	<b><i>Happiness is a Warm Comic Strip: Exclusionary Behavior on Platform Markets</i></b>		<b><i>Optimal Interchange Fees for Card Payments and Cash Withdrawals</i></b>	
	Discussant: Dries de Smet		Discussant: Nicole Jonker	

10:45-11:15	Coffee Break			
11:15-13:00	<b>Parallel sessions III: Media Markets II</b>	<b>Trading / Payment Systems</b>		
	Chair: Joshua Gans	Room Strasbourg	Chair: Oz Shy	Room Luxembourg
	Hans Jarle KIND (NHH Bergen, NORWAY), Tore Nilssen, Lars Sørsgard		Carl Christian von WEIZSÄCKER (Max-Planck-Institute for Research on Collective Goods Bonn, GERMANY)	
	<b>Coordination in Two-Sided Markets: Open Networks in the TV Industry</b>		<b>Volume Maximisation of Four Party Credit Card Systems</b>	
	Discussant: Tobias Wenzel		Discussant: Alexander White	
Doh-Shin JEON (Toulouse School of Economics, FRANCE)		Santiago Carbo-Valverde, Sujit Chakravorti, Francisco RODRIGUEZ-FERNANDEZ (University of Granada, SPAIN)		
<b>Interconnection among Academic Journal Websites: Multilateral versus Bilateral Interconnection</b>		<b>Regulating Two-Sided Markets: An Empirical Investigation</b>		
Discussant: Stefan Behringer		Discussant: Sarah Draus		
Thorben Stühmeier, Tobias WENZEL (University of Düsseldorf, GERMANY)		Sarah DRAUS (Université Paris-Dauphine, FRANCE)		
<b>Regulation of Advertising in the Presence of Public Service Broadcasting</b>		<b>Does Inter-Market Competition Lead to Less Regulation?</b>		
Discussant: Hans Jarle Kind		Discussant: Francisco Rodriguez-Fernandez		

13:00-14:15	Lunch Break		<i>ZEW Euro-Bistro</i>
14:15-16:00	<b>Parallel sessions IV: Contracting and Matching</b>		<b>Communication networks</b>
	Chair: Volker Nocke	<i>Room Luxembourg</i>	Chair: Doh-Shin Jeon
	<p>Hannah HALABURDA (Harvard Business School Cambridge, USA), Mikolaj Jan Piskorski</p> <p><b>Limiting Choice as Strategic Differentiation</b></p> <p>Discussant: Luís Vasconcelos</p> <p>Wolf GICK (Harvard University Cambridge, USA)</p> <p><b>Platforms or Franchisors? Two Contractual Forms When Consumers Care About Quality</b></p> <p>Discussant: Yaron Yehezkel</p> <p>Roger Guillaume, Luís VASCONCELOS (Universidade Nova de Lisboa, PORTUGAL)</p> <p><b>Platform Pricing Structure and Moral Hazard</b></p> <p>Discussant: Hanna Halaburda</p>		<p>María Fernanda VIECENS (Fundación de Estudios de Economía Aplicada Madrid, SPAIN), Juan José Ganuza</p> <p><b>Exclusive Content and the Next Generation Networks</b></p> <p>Discussant: Andras Niedermayer</p> <p>Kai-Uwe KÜHN (University of Michigan, USA), Christos Genakos, John Van Reenen</p> <p><b>Leveraging Monopoly Power by Limiting Interoperability: Theory and Evidence from Computer Markets</b></p> <p>Discussant: Mark McCabe</p> <p>Glenn WOROCH (University of California, Berkeley, USA), Armando Levy</p> <p><b>Diffusion with Dueling Platforms: Technology Spillovers in the Cable-Telco Broadband Race</b></p> <p>Discussant: tbd</p>
16:00-16:45	Coffee Break		
16:45-17:55	<b>Parallel sessions V: Collusion among Platforms</b>		<b>Consumer Search and Platforms</b>
	Chair: Kai-Uwe Kühn	<i>Room Strasbourg</i>	Chair: Marshall Van Alstyne
	<p>Isabel RUHMER (University of Mannheim, GERMANY)</p> <p><b>Platform Collusion in Two-Sided Markets</b></p> <p>Discussant: Claudia Salim</p> <p>Claudia SALIM (Free University of Berlin, GERMANY)</p> <p><b>Platform Standards, Collusion and Quality Incentives</b></p> <p>Discussant: Isabel Ruhmer</p>		<p>András KISS (Central European University SA Budapest, Hungary)</p> <p><b>Competition in Online Price Comparison Services</b></p> <p>Discussant: Doh-Shin Jeon</p> <p>Bruno JULLIEN (Toulouse School of Economics (GREMAQ &amp; IDEI), FRANCE)</p> <p><b>Why Do Intermediaries Divert Search?</b></p> <p>Discussant: Yossi Spiegel</p>
20:00-22:00	Conference Dinner		<i>Rheinterrassen, Rheinpromenade 15; please see enclosed map</i>

Wednesday, 02.06.2010

9:45-10:45	<b>Invited Session II:</b> Chair: Martin Peitz		Room Luxembourg
	<b>Marc Rysman (Boston University, USA): PLATFORM PRICING AT SPORTSCARD CONVENTIONS</b>		
10:45-11:15	Coffee Break		
11:15-13:00	<b>Parallel sessions VI: Computer Industry</b>		<b>Dynamic Platforms</b>
	Chair: Konrad Stahl	Room Strasbourg	Chair: Bruno Jullien Room Luxembourg
	Gerhard CLEMENZ (University of Vienna, AUSTRIA)		Marshall VAN ALSTYNE (Boston University, USA), Geoffrey Parker, Lones Smith,
	<b>Open Source Software and Network Externalities</b>		<b>Growth and Innovation in Platform Ecosystems</b>
	Discussant: Dongsoo Shin		Discussant: Piers Trepper
	Eugen KOVAC (University of Bonn, GERMANY), Katerina Goldfain		Jiawei CHEN (University of California-Irvine, USA)
	<b>On Compatibility in Two-Sided Markets</b>		<b>Switching Costs and Dynamic Price Competition in Network Industries</b>
	Discussant: Johannes Koenen		Discussant: Daniel Cerquera
	Kai Hüschelrath, Tobias VEITH (ZEW, Mannheim, GERMANY)		Sven Rady, Martin Peitz, Piers TREPPER (Ludwig-Maximilians-University of Munich, GERMANY)
	<b>Competition in Growing Communication Network Markets</b>		<b>Experimentation in Two-Sided Markets</b>
	Discussant: Maria Fernanda Viecens		Discussant: Jiawei Chen
13:00-14:15	Lunch		ZEW Euro-Bistro

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