

Workshop: “Digital books and their impact on content”

The Jean-Jacques Laffont Digital Chair
Toulouse School of Economics

6, January 2016 -Toulouse School of Economics (S Building)
21 Allée de Brienne, 31015 Toulouse

The Digital Chair Jean-Jacques Laffont was launched in February 2015 to promote research on the impact of digital technology - in areas such as industrial organization, competition policy, education, finance, culture or health. Within this initiative, we organize a Workshop to discuss the challenges and opportunities provided by new digital technology in the book industry.

The aim of the workshop is to promote an active exchange of ideas. In order to foster active discussion and to elicit contributions from all the participants, speakers are asked to limit their interventions to 10 minutes and in no case should they exceed 15 minutes. Chatham House Rules¹ will apply. Participants are there in a personal capacity: they are not representatives of their employers.

Note: The Workshop will be held in both French and English, depending on the speaker. Simultaneous translation in both French and English will be available to the participants in all sessions.

12:30 – 14:00 Welcoming participants/ Lunch

14:00 - 15:30 ***The digitalization of books and its impact on content***

- Peter Hildick-Smith (Codex-Group LLC): “Current trends in US digital book consumption”
- Marcello Vena (All Brain): “The myth of the long tail theory”
- Joel Waldfogel (Carlson School of Management): “The impact of digital technology on content creation”
- Françoise Benhamou (Université Paris XIII, ARCEP): “Les sources de disruption du marché éditorial”
- *Chair:* Paul Seabright (Toulouse School of Economics, Institute for Advanced Study in Toulouse)

15:30 - 16:15 ***How do retail platforms operate?***

- Øystein Foros (Norwegian School of Economics): “Does it matter who chooses retail prices?”
- Germain Gaudin (Heinrich Heine University Düsseldorf): “The impact of multi-product retailers on the sale of books”
- *Chair:* Alexandre de Cornière (Toulouse School of Economics)

¹ When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

16:15 - 16:30 **Coffee break**

16:30 - 18:30 ***The role of publishers, bookshops and libraries***

- Virginie Clayssen (Editis): “Les différences entre l’Europe et les USA dans le secteur de l’édition”
- Stephen Maurer (University of California Berkeley): “What if publishers were replaced by algorithms?”
- François Gèze (Editions La Découverte): “Le rôle des bibliothèques dans la préservation des oeuvres littéraires”
- Sylviane Tarsot-Gillery (Bibliothèque Nationale de France): “L’impact du numérique sur le rôle d’une bibliothèque nationale”
- Christian Thorel (Les ombres blanches): “L’avenir du lecteur”
- *Chair*: Jacques Crémer (Toulouse School of Economics)

18:30 - 20:00 **Reception**