

DISCUSSION PANEL

11:45 - 12:45 pm *Moderator: Joshua Gans (University of Toronto)*
Panelists: Mark Armstrong, Jacques Cremer, Jean Tirole, and Susan Athey
The Tradeoffs and Lessons for Doing Policy-Relevant Applied-Theory Research

12:45 - 1:45 pm *Lunch*

Topic 4:
Advances in the Theory of Markets for Data
Alessandro Bonatti (MIT)

PRESENTATIONS

1:45 - 2:15 pm **Negin Golrezaei (MIT)**
Auto-bidding in Online Advertising Markets: From Campaign Management to Reserve Price Optimization
Discussant Rakesh Vohra (UPenn)

2:20 - 2:50 pm **Jacopo Perego (Columbia University)**
Competitive Markets for Personal Data
Discussant Philipp Strack (Yale University)

2:55 - 3:25 pm **Giacomo Calzolari (European University Institute)**
Artificial Intelligence, Algorithmic Recommendations and Competition
Discussant Alessandro Bonatti (MIT)

3:25 - 3:45 pm *Break*

3:45 - 4:15 pm **FINAL WRAP UP PANEL**

4:30 pm *Shuttle departs for JFK*

6:00 pm *Optional dinner*

ORGANIZING COMMITTEE

Dirk Bergemann (Yale University)
Jacques Cremer (TSE)
Doh-Shin Jeon (TSE)
Patrick Rey (TSE)
Fiona Scott Morton (Yale University)
Katja Seim (Yale University)

CONFERENCE PLANNER

Nat McLaughlin
nat.mclaughlin@yale.edu

CONFERENCE AGENDA

REGULATING THE DIGITAL ECONOMY

A collaborative event between the
Digital Economy Project at Yale
& **Toulouse School of Economics**

FEBRUARY 23-24, 2023
Yale School of Management
165 Whitney Avenue
New Haven, CT 06511

Yale *Tobin Center for Economic Policy*
Digital Economy Project

TSE Competition Policy
& Regulation
Center

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THURSDAY, FEBRUARY 23, 2023

9:00 - 9:40 am *Registration, networking, coffee and breakfast.*

OPENING REMARKS

9:45 - 10:00 am **Steven Berry**, Jeffrey Talpins Faculty Director

Topic 1:
Media Regulation and Information Provision in the Digital Age
Julia Cagé (Sciences Po)

PAPER PRESENTATIONS

10:00 - 10:30 am **Andrea Prat** (Columbia University)
Media Plurality in the Digital Age

10:35 - 11:05 am **Julia Cagé** (Sciences Po)
Measuring Media Pluralism

11:05 - 11:20 am *Break*

11:20 - 11:50 am **Arianna Ornaghi** (Hertie School)
Media Consolidation

ROUNDTABLE

11:55 - 12:55 pm **Simeon Thornton**, UK telecom and media regulator, Ofcom

12:55 - 1:55 pm *Lunch*

Topic 2:
Digital Advertising - Privacy Initiatives and Regulation
Francesco Decarolis (Bocconi)

PRESENTATIONS

2:00 - 3:00 pm **Matt Shum** (Caltech)
The Impact of Privacy Measures on Online Advertising Markets

Andrey Simonov (Columbia University)
News Content and Advertising Effectiveness: Evidence from an Eye-Tracking Experiment

3:00 - 3:15 pm *Break*

3:15 - 3:45 pm **Francesco Decarolis** (Bocconi)
Artificial Intelligence and Data Obfuscation Strategies: Algorithmic Competition in Digital Advertising

ROUNDTABLE

3:50 - 4:50 pm **Matt Shum, Andrey Simonov, Francesco Decarolis**
joined by Gianluca Binelli, Managing Director, Booster Box

5:30 - 6:00 pm *Drinks at the New Haven Lawn Club*

6:00 pm *Conference Dinner - New Haven Lawn Club*

FRIDAY, FEBRUARY 24, 2023

8:00 - 8:30 am *Breakfast*

8:35 - 9:15 am **Jean Tirole** (TSE)

Topic 3:
Policy-Oriented Applied-Theory Papers on Digital Markets
Julian Wright (National University of Singapore)

PRESENTATIONS

9:15 - 9:45 am **Özlem Bedre-Defolie** (ESMT Berlin), **Simon Anderson** (UVA)
Hybrid Platform Model: Monopolistic Competition and a Dominant Firm

Jacques Cremer (TSE)
Policy Implications

9:50 - 10:20 am **Julian Wright** (National University of Singapore), Tat-How Teh
Generalised Competitive Bottlenecks

Mark Armstrong (UCL)
Policy Implications

10:25 - 10:55 am **Bruno Jullien** (TSE), Matthieu Bouvard
Fair Cost Sharing: Big Tech vs Telcos

Joshua Gans (University of Toronto)
Policy Implications

10:55 - 11:10 am *Break*

11:15 - 11:45 am **Susan Athey** (DOJ/Stanford)
How a Competition Regulator Uses Economic Modelling