

Recent developments in the economics of online advertising

Program

Our sponsors



Program (CET time):

- 9:00 – 10:30** **Lecture: Online Advertising and Privacy**
Alexandre de Cornière, Professor, TSE
- Discussant: Kadambari Prasad**, Vice President, Compass Lexecon
- 10:30 – 10:50** **Break**
- 10:50 – 12:20** **Lecture: The Effects of Advertising Disclosure Regulations on social media**
Daniel Ershov, Professor, TSE
- Discussant: Vilen Lipatov**, Expert, CompetitionSphere
- 12:20 – 13:40** **Lunch break**
- 13:40 – 15:10** **Lecture: Search Advertising**
Alexandre de Cornière, Professor, TSE
- Discussant: Xavier Boutin**, Founding Partner, Positive Competition
- 15:10 – 15:30** **Break**
- 15:30 – 17:00** **Policy session: Should we have a (targeted) ban on targeted advertising?**
- Moderated by: Javier Espinoza**, EU Correspondent, Financial Times.
- Participants:**
Christian D’Cunha, Policy officer, Cybersecurity and digital privacy unit, DG Connect, European Commission
Amelia Fletcher, Professor, University of East Anglia
Eliana Garces, Director, Economic Policy, Meta.
Agustin Reyna, Director of Legal and Economic Affairs, European Consumer Association (BEUC)
Paul Tang, Senior Member of the European Parliament and co-founder of the Tracking-free Ads Coalition in the EU Parliament.

All lectures include 15 min of discussion and 15 min of Q&A