

# Recent developments in the economics of platform markets

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*Lecture presentations*

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**Introduction to the lectures**

All lectures include 20 min of discussion and Q&A

**Lecture: Vertical relations in platform markets**

*Patrick Rey, Professor, TSE*

The emergence of platforms has led to the emergence of new business models (e.g., agency versus resale) and practices (e.g., retail MFN) which have exacerbated existing competition concerns and prompted additional ones, particularly so when platforms are vertically integrated (as illustrated by several high-profile cases). The lecture will present recent advances shedding light on these issues.

**Discussant** : Joao Vareda, DG COMP

**Lecture: Self-preferencing**

*Alexandre de Cornière, Professor, TSE*

One of the main features of the digital giants is their ability to steer users towards certain content (for attention platforms) or sellers (transaction platforms). This practice raises concerns over possible conflicts of interests when platforms are themselves active in the provision of content or the sale of products. In this lecture we will discuss the economic aspects of self-preferencing, and what economics can tell us about appropriate policies.

**Discussant** : Cristina Caffarra, Charles River Associates

**Lecture: Marketplaces**

*Bruno Jullien, Professor, TSE*

The recent success of platforms has motivated many businesses to develop into a platform, which raises new questions for entrepreneurs and policy makers. Which business can be turned into a (multi-sided) platform activity? Which third-party products to allow on the platform? How to organize trade on the marketplace? How to compete with other platforms? The lecture will discuss some insights on these questions from recent research.

**Discussant** : TBA

**Lecture: Data, privacy and competition**

*Alexandre de Cornière, Professor, TSE*

Data plays a key role in digital industries, enabling innovations and customization while raising concerns about its competitive effects and about consumers' eroding privacy. In this lecture we will discuss the links between data and competition, and the interaction between competition and privacy policies.

**Discussant** : Gregor Langus, E.CA Economics