

18th Digital Economics Conference

Toulouse, January 8-9th, 2026

CONFERENCE VENUE

Toulouse School of Economics (TSE)
1, Esplanade de l'Université
Auditoriums 3 & 4
31080 Toulouse Cedex 06

ORGANIZING COMMITTEE

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Thursday, January 8th, 2025

8:30 – 8:55	Registration	➤ Auditorium 3
8:55 – 9:00	Welcome address	➤ Auditorium 3
9:00 – 10:00	KEYNOTE LECTURE 1: SUZANNE SCOTCHMER MEMORIAL LECTURE CHAIR: TBD Monika SCHNITZER (LMU of Munich) <i>Antitrust and Innovation: Lessons from the AT&T Antitrust Cases</i>	
10:00 – 10:30	Coffee Break	➤ Cafeteria
10:30 – 12:15	PARALLEL SESSION 1A – Artificial Intelligence CHAIR: TBD Doh-Shin JEON (TSE), Jay PIL CHOI (Michigan State University) and Domenico MENICUCCI (Università di Firenze) <i>AI safety and competition</i> Discussant: David GILO (Tel Aviv University) Alex SMOLIN (TSE), Dirk BERGEMANN (Yale University) and Alessandro BONATTI (MIT Sloan School of Management) <i>The Economics of Large Language Models: Token Allocation, Fine-Tuning, and Optimal Pricing</i> Discussant: TBD Pedro TELES (Banco de Portugal, U. Catolica Portuguesa), João GUERREIRO (UCLA) and Sertgio REBELO (Northwestern University) <i>Regulating Artificial Intelligence</i> Discussant: Yassine LEFOUILI (TSE)	➤ Auditorium 3
10:30 – 12:15	PARALLEL SESSION 1B – Advertising and Algorithms CHAIR: TBD Michela BOLDRINI (Bocconi University) and Francesco CLAVORA BRAULIN (Leibniz Centre for European Economic Research) <i>Taming Tech Giants' Algorithms: what do consumers know (and want)? An analysis of the Amazon Buy Box case</i> Discussant: Bruno CARBALLA SMICHOWSKI (Joint Research Centre, European Commission) Xintong HAN (Université Laval) and Junnan HE (Sciences Po) <i>When Randomness Leads to Profit: Evidence from a Large Creator Platform</i> Discussant: Klaus MILLER (HEC Paris)	➤ Auditorium 4

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

Kevin TRAN (University of Bristol), Leonardo MADIO (University of Padua), Michelangelo ROSSI (HEC Paris) and Mark J. TREMBLAY (University of Nevada)
Cleanin' It Up: Unshrouding Hidden Fees on a Peer-to-Peer Platform
 Discussant: **Fan ZHANG** (NOVA School of Business and Economics)

12:15 – 13:45 **Lunch** ➤ **Cafeteria**

13:45 – 15:30 **PARALLEL SESSION 2A – Data, Privacy and Advertising** ➤ **Auditorium 3**
CHAIR: TBD

Simon ANDERSON (University of Virginia), Andre DE PALMA (CY Cergy Paris University)
Targeting Persuasive Advertising
 Discussant: **David RONAYNE** (ESMT Berlin)

Michele BISCEGLIA (Yale University), Alessandro BONATTI (MIT Sloan School of Management) and Fiona SCOTT MORTON (Yale University)
Menu Pricing and Privacy Regulation
 Discussant: **Dmitri ORLOV** (University of Wisconsin-Madison)

Flavio PINO (Politecnico di Torino), Carlo CAMBINI (Barcelona School of Economics) and Jan KRÄMER (University of Passau)
Machine data sharing and innovation incentives
 Discussant: **Leonardo MADIO** (University of Padua)

13:45 – 15:30 **PARALLEL SESSION 2B – News and fact-checking** ➤ **Auditorium 4**
CHAIR: TBD

EMERIC HENRY (Sciences Po), Julia CAGE (Sciences Po), Nathan GALLO (Reuters Institute), Moritz HENGEL (European Centre for Algorithmic Transparency-ECAT) and Yuchen HUANG (PSE)
Fact-Checking and Misinformation: Evidence from the Market Leader
 Discussant: **Jessie LIU** (Johns Hopkins University)

Marshall VAN ALSTYNE (Boston University), Aaron NICHOLS (Boston University), Nina MAZAR (Boston University), Swapneel MEHTA (Boston University) and Tejovan PARKER (Boston University)
Truth is Warranted: The Impact of Voluntary Accountability on Misinformation
 Discussant: **Kristin MICHELITCH** (TSE)

RO'EE Levy (Tel Aviv University), Guy ARIDOR (Northwestern University), Tevel DEKEL (Tel Aviv University), Rafael JIMENEZ-DURAN (Bocconi University) and Lena SONG (University of Illinois Urbana-Champaign)
Digital News Consumption: Evidence from Smartphone Content in the 2024 US Elections
 Discussant: **Laurenz GUENTHER** (TSE)

15:30 – 16:00 **Coffee Break** ➤ **Cafeteria**

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

16:00 – 17:10	PARALLEL SESSION 3A – Social media and attention – theory ➤ Auditorium 3 CHAIR: TBD Marcel PREUSS (Cornell University), Yi CHEN (Cornell University) and Fei LI (UNC) <i>Algorithmic Attention and Content Creation on Social Media Platforms</i> Discussant: Marlin ALVE (NHH) Mushegh HARUTYUNYAN (Imperial College London) and Tengfei GUO (Peking University Shenzhen Graduate School) <i>Curbing Digital Overconsumption: Strategic Implications of Screen Time Limits</i> Discussant: Helen WEEDS (Centre for Competition Policy, UEA)
16:00 – 17:10	PARALLEL SESSION 3B – Use, pricing and impact of AI (I) ➤ Auditorium 4 CHAIR: TBD Brett HOLLENBECK (UCLA Anderson), Anja LAMBRECHT (London Business School), Nicolas PADILLA (London Business School) and H. Tai LAM (UCLA) <i>The Impact of LLM Adoption on Online User Behavior</i> Discussant: Michelangelo ROSSI (HEC Paris) Fabian SLONIMCZYK (HSE University) <i>This Candidate is [MASK]. Prompt-based Sentiment Extraction and Reference Letters</i> Discussant: Nicolas SOULIÉ (Institut Mines-Télécom Business School)
17:10 – 17:30	Break
17:30 – 19:00	ROUNDTABLE: Is there enough competition in the AI stack? ➤ Auditorium 3 What (if anything) should be done about it? CHAIR: Jacques CREMER (TSE) <ul style="list-style-type: none"> ▪ Adam COHEN (OpenAI) ▪ F. Enrique GONZÁLEZ-DÍAZ (Cleary Gottlieb Steen & Hamilton) ▪ Oliver LATHAM (Charles River Associates) ▪ Rikke Riber Rasmussen (Google)
20:00	Dinner (<i>upon invitation</i>)

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

Friday, January 9th, 2025

09:00 – 10:10

PARALLEL SESSION 4A – Platform competition

➤ Auditorium 3

CHAIR: TBD

Gaston LLANES (Catholic University of Chile) and **Leonardo MADIO** (University of Padua)

App Store Competition

Discussant: **Yossi SPIEGEL** (Tel Aviv University)

Jose Luis MORAGA (Vrije Universiteit Amsterdam), **Evgenia MOTCHENKOVA** (Vrije Universiteit Amsterdam) and **Long HOANG** (Vrije Universiteit Amsterdam)

Pricing and investment by a two-sided monopoly platform

Discussant: **Stéphane CAPRICE** (TSE)

09:00 – 10:10

PARALLEL SESSION 4B – Energy

➤ Auditorium 4

CHAIR: TBD

Stephane STRAUB (World Bank) and **Chris DANN** (CERP)

Digital Infrastructure, Green Transition? Evidence from Input-Output Networks

Discussant: **Charlotte DE CANNIERE** (TSE)

Adam FEHER (University of Lausanne), **Emilia GARCIA-APPENDINI** (University of St Gallen) and **Roxana MIHET** (University of Lausanne)

Is AI Trained on Public Money? Evidence from US Data Centers

Discussant: **Joe PERKINS** (FTI Consulting)

10:10 – 10:40

Coffee Break

➤ Cafeteria

10:40 – 11:50

PARALLEL SESSION 5A – Platform dynamics

➤ Auditorium 3

CHAIR: TBD

Jean-Christophe POUDOU (MRE, University of Montpellier) and **Axel GAUTIER** (University of Liège)

Dynamic platform competition 'In' and 'For' the market

Discussant: **Andrea MANTOVANI** (Toulouse Business School)

Yaron YEHEZKEL (Tel Aviv University), **Hanna HALABURDA** (New York University) and **Sarit MARKOVICH** (Northwestern University)

When does quality beat data? Gaining momentum in dynamic platform competition

Discussant: **Stefan BEHRINGER** (University of Bielefeld)

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

10:40 – 11:50	PARALLEL SESSION 5B – Use, pricing and impact of AI (II) ➤ Auditorium 4 CHAIR: TBD Dante DONATI (Columbia Business School), Lu FANG (Zhejiang University), Zhe YUAN (Zhejiang University), Kaifu ZHANG (Partner Company) and Miklos SARVARY (Columbia Business School) <i>Generative AI and Firm Productivity: Field Experiments in Online Retail</i> Discussant: Xuan TENG (University of Munich (LMU)) Yiming YUAN (Zhejiang University), Hangyu CHEN (Zhejiang University) and Yongming SUN (Zhejiang University) <i>Artificial Intelligence and Skills: Evidence from Contrastive Learning in Online Job Vacancies</i> Discussant: Paul DIEGERT (TSE)
11:50 – 13:10	Lunch ➤ Cafeteria
13:10 – 14:20	PARALLEL SESSION 6A – Algorithms and platform strategy ➤ Auditorium 3 CHAIR: TBD Sandro SHELEGIA (UPF and BSE) and Heski BAR-ISAAC (University of Toronto) <i>Ranking algorithms, learning, and pricing</i> Discussant: TBD Özlem BEDRE DEFOLIE (EUI Florence & CEPR), Olav BJORN JOHANSEN (University of Bergen) and Leonardo MADIO (University of Padua) <i>Curation with moral hazard: Why platforms host low quality</i> Discussant: TBD
13:10 – 14:20	PARALLEL SESSION 6B – Social media and attention allocation ➤ Auditorium 4 CHAIR: TBD Anahid BAUER (Institut Mines Telecom Business School), Nicolas SOULIÉ (Institut Mines-Télécom Business School) <i>The impact of recommender system changes on production and consumption of news in social media platforms: the case of Instagram</i> Discussant: Damien MAYAUX (Université Paris Dauphine – PSL) Marina RIZZI (Collegio Carlo Alberto & University of Turin) <i>Self-Regulation of Social Media and the Evolution of Content: A Cross Platform Analysis</i> Discussant: Chuqing JIN (TSE)
14:20 – 14:30	Break

Parallel sessions: 20 minutes for speakers – 10 minutes for discussants – 5 minutes for questions

14:30 – 15:40	PARALLEL SESSION 7A – Platform matching CHAIR: TBD Jana GIESELMANN (University of Edinburgh) <i>(Mis-)Matchmaker</i> Discussant: Jan KRÄMER (University of Passau) Shota ICHIHASHI (Queen's University), Doh-Shin JEON (TSE) and Byung-Cheol KIM (University of Alabama) <i>Mechanism Design for Ad-Supported Platforms: the Good, the Bad, and the Ugly</i> Discussant: Matthew MITCHELL (European University Institute)	➤ Auditorium 3
14:30 – 15:40	PARALLEL SESSION 7A – Platform matching CHAIR: TBD Renjie BAO (Princeton University) <i>"Just One More Clip": Short Videos, Big Self-Control Problems</i> Discussant: Anastasia SHCHEPETOVA (Oxera) Koleman STRUMPF (Wake Forest University), Tin Cheuk LEUNG (Wake Forest University) and Russell TSZ-NGA WONG (Federal Reserve Bank of Richmond) <i>Social Network Addiction</i> Discussant: Luise EISFELD (University of Lausanne and Swiss Finance Institute)	➤ Auditorium 4
15:40 – 16:00	Coffee Break	➤ Cafeteria
16:00 – 17:00	KEYNOTE LECTURE 2: CHAIR: TBD Laura VELDKAMP (Columbia University) <i>The Data Economy: measurement, markets and policy</i>	➤ Auditorium 3

End of the conference