

TSE Executive Education

May 28 -29, 2020

Toulouse School of Economics

Advanced course:

Data Bundling and Platform Envelopment

Objectives:

In this course participants will work hand in hand with TSE EX ED faculty to understand the economics of tying in platform markets. In particular, they will assess in depth the effects of platform envelopment and data bundling strategies, review some recent cases, such as the Google Android case, and discuss appropriate remedies, such as data sharing, taking account of potential privacy concerns.

Key benefits:

- Learn about the economics of tying in multisided markets
- Assess in depth recent cases
- Discuss appropriate legal standards

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May 28

- 09:00 - 09:30 **Registration**
- 09:30 - 10:00 **Opening Words**
- 10:00 - 11:30 **Key concepts in the economics of multi-sided markets**
Raphaël de Coninck, CRA
- 11:30 - 13:00 **Tying and bundling in multi-sided markets**
Dr. Alexandre de Cornière, TSE
- 13:00 - 14:30 **Lunch**
- 14:30 - 16:00 **Platform envelopment through data bundling**
Dr. Jorge Padilla, TSE Executive Education Program Director
- 16:00 - 17:30 **Data bundling and privacy**
Dr. Jorge Padilla, TSE Executive Education Program Director
- 20:00 **Dinner**

May 29

- 09:00 - 11:30 **The google android case**
Raphaël de Coninck, CRA, Dr. Alexandre de Cornière, TSE and Dr. Jorge Padilla, TSE Executive Education Program Director
- 11:30 - 12:00 **Coffee break**
- 12:00 - 13:00 **How to deal with platform envelopments**
Raphaël de Coninck, CRA, Dr. Alexandre de Cornière, TSE and Dr. Jorge Padilla, TSE Executive Education Program Director