

**Industrial organization in the digital economy**  
**March 6-7, 2015**

LCII & HEC Management school, University of Liège  
CORE & Louvain School of Management, Université Catholique de Louvain

**Draft program**

Day 1: Friday March 6

9h-10h45: Session 1 **Pricing on the internet** (chair : Axel Gautier)

Welcome words: Axel Gautier & Paul Belleflamme

Broos, S. (ULg and LCII) *Competing One-Way Essential Complements: the Forgotten Side of Net Neutrality* (co-author : A. Gautier)

Carroni, E. (UNamur) *Pricing in Social Networks under Limited Information* (co-author : S. Righi)

Huang, J. (CEMFI) *Should Google Profit like a Taxi Driver?*

10h45-11h15: Coffee break

11h15-12h45 Session 2 **On-line content production** (chair : Eric Toulemonde)

Aguiar, L. (IPTTS) *Online Copyright Enforcement, Consumer Behavior, and Market Structure* (co-authors : J. Claussen and C. Peukert)

Dürr, N. (Center for European Economic Research) *Exploring Niche Competition and the Timing of Entry : The Case of the Motion Picture Industry* (co-authors : B. Engelstätter and R. Ward)

Sen, A. (TSE) *Clicks and Editorial Decisions: How does Popularity Shape Online News Coverage?* (Co-author : P. Yldirim)

12h45-14h: Lunch

14h-15h30: **Plenary session 1** (chair: Paul Belleflamme)

N. Petit (ULg and LCII)  
*Antitrust in High Tech Markets: The challenge of policing "Moligopolists"*

15h30-16h: Coffee break

16h-18h: Session 3 **IP and antitrust policy in the digital economy** (chair: J. Crémer)

Boutin, A. (ULB & FRESH) *Screening for Good Patent Pools through Price Caps on Individual Licenses*

Gaudin, G. (DICE, University of Düsseldorf) *On the Antitrust Economics of the Electronic Books Industry* (co-author : A. White)

Mariotto, C. (Ecole Nationale Supérieure des Mines de Paris & CERNA) *Double Internalization and Interchange Fee Bias* (co-author : M. Verdier)

S. Kasiyanto (TILEC) *Understanding the Battle in Ruling the Interchange Fees of Card Networks*

20h: Conference Diner at l'Enoteca

Day 2: Saturday March 7

9h-11h Session 4 **Strategic investments and market structure** (chair: Paul Belleflamme)

Lam, W. (ULg and LCII) *Attack-Deterring and Damage-Control Investments in Cybersecurity*

Liu, X. (TSE) *Targeted Advertising and Entry*

Brühn, T. (Justus-Liebig-Universität Gießen ) *The Value of User-Specific Information for Two-Sided Matchmakers* (co-authors : G. Götz and A. Meinus)

Montes, R. (TSE) *Imperfect Competition, Information, and Privacy* (co-authors : W. Sand-Zantman and T. Valletti)

11h-11h15: Coffee Break

11h15-12h45: **Plenary session 2** (chair: Axel Gautier)

J. Crémer (TSE) "Analyzing competition *for* the market in Internet markets"

12h45: Lunch

Conference venue: HEC-ULg, rue Louvrex 14, 4000 Liège

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