

ANTITRUST ECONOMICS 2.0

ROME, 25-26 JUNE 2015

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CONFERENCE GOAL

The development of the Internet has affected all economic sectors: new markets have emerged and old ones have been transformed deeply. The way people communicate, trade goods and services, and interact in their professional and social life has changed and issues that seemed settled in the "old economy" have now to be considered under a different light.

The sixth edition of the **Lear Conference** will focus on how this influence is shaping the economic practice, the way firms compete and antitrust enforcement. The conference will cover a wide range of related topics, such as competition among electronic platforms, access to personal data, vertical restraints in e-commerce, competition in search engine market, and across-platform parity agreements, among others.

How can we deal with vertical restraints in e-commerce? What are the competitive effects of platform parity pricing policies? Does the transparency brought about by the Internet foster competition or increase the risk of collusive behavior? What are the effects of new media on consumer welfare both in the short and in the long run? Is consumer surplus negatively affected when a few players control a large amount of personal data?

By bringing together a number of excellent speakers in the field, the Lear Conference 2015 will address these and more questions, promoting a thorough and lively discussion on these crucial topics.

More information: www.learconference2015.com

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Villa Farnesina, Palazzina dell'Auditorio - Via della Lungara 230 – Rome

DAY 1 - JUNE 25TH 2015

- 9:00 Welcome coffee and registration
- 9:30 Welcome Speech by
Presidenza dell'Accademia dei Lincei
Giovanni Pitruzzella (Presidente Autorità Garante della Concorrenza e del Mercato)
- 10:00 **The Economics of Peer-to-Peer Markets**

Chair: **Gustavo Piga** (University of Rome Tor Vergata)
Keynote speaker: **Jonathan Levin** (Stanford University)
Discussion: **John Fingleton** (Fingleton Associates)
Kate Collyer (Competition and Markets Authority)
- 11:30 **Media and the Internet**

Chair: **Veronica Pinotti** (McDermott & Will Emery)
Keynote speaker: **Susan Athey** (Stanford University)
Discussion: **Antonio Nicita** (AGCOM and University of Rome La Sapienza)
Katia Rizzo (Mediaset)
- Lunch
- 14:30 **Search and Competition**

Chair: **Gerard Pogorel** (Telecom ParisTech)
Keynote speaker: **Hal Varian** (Google)
Discussion: **Justus Haucap** (Dusseldorf Institute for Competition Economics)
Alexandre de Cornière (University of Oxford)
- 16:30 **Internet as a Distribution Channel: Dynamics and Policy Challenges**

Chair: **Vincenzo Zeno-Zencovich** (University of Roma Tre)
Keynote speaker: **Ali Hortacsu** (Chicago University)
Discussion: **Svend Albaek** (European Commission – DG COMP)
Andrea Pezzoli (AGCM)
- 18:30 Aperitif & Sightseeing*

**For those curious to explore more of what Rome has to offer, there will be a private visit of Villa Farnesina, a Renaissance creation of unequalled beauty and refinement decorated with the famous "Triumph of Galatea" by Raffaello.*

DAY 2 - JUNE 26TH 2015

- 9:30 **Across-Platform Parity Agreements**

Chair: **Tommasso Salonic** (Freshfields Bruckhaus Deringer)
Keynote speaker: **Paolo Buccirossi** (Lear)
Discussion: **Giancarlo Spagnolo** (SITE-Stockholm School of Economics, U. of Tor Vergata, EIEF & CEPR)
Sven-Olof Fridolfsson (Swedish Competition Authority)
- Coffee Break
- 11:30 **Two-Sided Platforms and Competition Policy: What have we really learned?**

Chair: **Alberto Heimler** (Scuola Superiore della Pubblica Amministrazione – SNA)
Keynote speaker: **Michael Katz** (University of California, Berkeley)
Discussion: **Tommasso Valletti** (Imperial College of London and University of Rome Tor Vergata)
Simonetta Vezzoso (Università degli Studi di Trento)
- Lunch
- 14:30 **Competition in Advertising Markets**

Chair: **Marco D'Ostuni** (Cleary Gottlieb Steen & Hamilton)
Keynote speaker: **Preston McAfee** (Microsoft)
Discussion: **Elena Argentesi** (Lear and Università di Bologna)
Martino Sforza (McDermott & Will Emery)
- Recommendation Systems Competition**

Keynote speaker: **Emilio Calvano** (CSEF - University of Naples Federico II)
- 17:00 **Personal Data and Competition**

Chair: **Lorenzo Ciari** (ERBD)
Keynote speaker: **Joshua Gans** (University of Toronto)
Discussion: **Damien Geradin** (George Mason University and Tilburg University)
David Abecassis (Analysys Mason)

Italian lawyers get 13 credits from the BAR Association for attending