



**The Pinhas Sapir Center  
for Development  
Tel Aviv University**



**The Eitan Berglas  
School of Economics  
Tel Aviv University**



**Recanati**  
Business School  
Tel Aviv University

## **The 11<sup>th</sup> Workshop on Media Economics**

**October 9<sup>th</sup>-10<sup>th</sup>, 2013**

**All sessions will be held at the The Eitan Berglas School of Economics**

**Tel Aviv University, Ofair Hall, Room 010**

**Sessions 2B and 6B will be held in room 011 in the same building**

### **Local organization**

#### **Scientific Committee**

**Simon Anderson** (University of Virginia and CEPR)

**Neil Gandal** (The Eitan Berglas School of Economics, Tel Aviv University and CEPR)

**Lisa George** (Hunter College)

**Yossi Spiegel** (Recanati Business School, Tel Aviv University, CEPR, and ZEW)

**Yaron Yehezkel** (Recanati Business School, Tel Aviv University)

# Program

Wednesday, October 9<sup>th</sup>, 2013

\*Indicates the presenter

Speakers have 30 minutes for their presentation. Discussants have 10 minutes and 5 minutes for general discussion.

**09.15 – 09.30**            **Welcoming remarks**

**Session 1:**            **Advertising in Media Markets**

Chair: Neil Gandal (The Eitan Berglas School of Economics, Tel Aviv University)

**09.30 – 10.15**

**Platform Contents**

Regis Renault (Univeristy of Paris Dauphine)

*Discussant:*

*Nadav Levy (Interdisciplinary Center (IDC) Herzliya)*

**10.15 – 11.00**

**See-saws, Swings, and Roundabouts in Media Markets**

\*Simon Anderson (University of Virginia and CEPR)

Martin Peitz (University of Mannheim and CEPR)

*Discussant:*

*Michele Polo (Bocconi University)*

**11.00 – 11.30**

**Coffee Break**

**Session 2A:**

**Ideology and Media Bias**

Chair: Yaron Yehezkel (Recanati Business School, Tel Aviv University)

**11.30 – 12.15**

**Market Forces, Owner Preferences and Newspaper Ideology**

\*Chiang Chun-Fang (National Taiwan University)

Long-Yu Chiou (National Taiwan University)

David Jenkins (Pennsylvania State University)

*Discussant:*

*Alma Cohen (The Eitan Berglas School of Economics, Tel Aviv University)*

**12.15 – 13.00**

**Media Bias and Advertising - Evidence from German Car Magazines**

\*Ralf Dewenter (Helmut-Schmidt-University Hamburg)

Ulrich Heimeshoff (University of Erlangen–Nuremberg)

*Discussant:*

*Analia Schlosser (The Eitan Berglas School of Economics, Tel Aviv University)*

**Session 2B:**

**Content and Diversity in the Media**

Chair: Itai Ater (Recanati Business School, Tel Aviv University)

- 11.30 – 12.15**      **Agenda Setting and Contests Among News Providers**  
 Zsolt Katona (Haas School of Business, UC Berkeley)  
 Jonathan Knee (Columbia Business School)  
 \*Miklos Sarvary (Columbia Business School)
- Discussant:*      *Sivan Frenkel (Center for the Study of Rationality, The Hebrew University of Jerusalem)*
- 12.15 – 13.00**      **The Selective Reporting of Factual Content by Commercial Media**  
 Yi Zhu (Marshall School of Business University of Southern California)  
 \*Anthony Dukes (Marshall School of Business, University of Southern California)
- Discussant:*      *Matthew Ellman (Institut d'Anàlisi Econòmica CSIC, and Barcelona GSE)*
- 13.00 – 14.30**      **Lunch**
- Session 3:**      **Competition in Media Markets**  
 Chair: Yossi Spiegel (Recanati Business School, Tel Aviv University)
- 14.30 – 15.15**      **Turning the Page on Business Formats for Digital Platforms: Does Apple's Agency Model Soften Competition?**  
 Øystein Foros (Norwegian School of Economics)  
 \*Hans Jarle Kind (Norwegian School of Economics and CESifo)  
 Greg Shaffer (University of Rochester and University of East Anglia)
- Discussant:*      *Yossi Spiegel (Recanati Business School, Tel Aviv University, CEPR and ZEW)*
- 15.15 – 16.00**      **Competition in the News Industry - Fighting Aggregators with Versions and Links**  
 \*Joan Calzada (Universitat de Barcelona)  
 Guillem Ordonez (Universitat de Barcelona)
- Discussant:*      *Yaron Yehezkel (Recanati Business School, Tel Aviv University)*
- 16.00 – 16.30**      **Coffee Break**
- Session 4:**      **Social Media**  
 Chair: Simon Anderson (University of Virginia and CEPR)
- 16.30 – 17.15**      **Spillovers in Networks of User Generated Content**  
 Michael Kummer (ZEW, Mannheim)
- Discussant:*      *Neil Gandal (The Eitan Berglas School of Economics, Tel Aviv University)*
- 17.15 – 18.00**      **Social Media and Protest Participation - Evidence from Russia**  
 Rubem Enikolopov (Institute for Advanced Studies and the New Economic School, Moscow)  
 Aleksey Makar'in (Higher School of Economics, Moscow)  
 \*Maria Petrova (New Economic School, Moscow and Princeton University)  
 Leonid Polishchuk (Higher School of Economics, Moscow)
- Discussant:*      *Dotan Persitz (Recanati Business School, Tel Aviv University)*

# Thursday, October 10<sup>th</sup>, 2013

\*Indicates the presenter

Speakers have 30 minutes for their presentation. Discussants have 10 minutes and 5 minutes for general discussion

**Session 5: News Aggregators**

Chair: Chaim Fershtman (The Eitan Berglas School of Economics, Tel Aviv University)

**09.30 – 10.15**

**Local News Online: Aggregators, Geo-Targeting and the Market for Local News**

\*Lisa George (Hunter College and the Graduate Center, CUNY)

Christiaan Hogendorn (Wesleyan University)

*Discussant:*

*Daniel Levy (Bar-Ilan University)*

**10.15 – 11.00**

**Attention Allocation in Information-Rich Environments: The Case of News Aggregators**

\*Mihai Calin (ETH Zurich)

Chris Dellarocas (Boston University)

Elia Palme (ETH Zurich)

Juliana Sutanto (ETH Zurich)

*Discussant:*

*David Zvilichovsky (Recanati Business School, Tel Aviv University)*

**11.00 – 11.30**

**Coffee Break**

**Session 6A:**

**Platforms and Two-sided Markets**

Chair: David Zvilichovsky (Recanati Business School, Tel Aviv University)

**11.30 – 12.15**

**Price Competition in Two - Sided Markets with Heterogeneous Consumers and Network Effects**

Lapo Filistrucchi (CentER, TILEC, Tilburg University and University of Florence)

\*Tobias Klein (CentER, TILEC, Tilburg University)

*Discussant:*

*Stefan Behringer (Universitat Heidelberg)*

**12.15 – 13.00**

**Dynamic Network Competition**

\*Hanna Halaburda (The Bank of Canada)

Bruno Jullien (Toulouse School of Economics)

Yaron Yehezkel (Recanati Business School, Tel Aviv University)

*Discussant:*

*Sagit Bar-Gill (The Eitan Berglas School of Economics, Tel Aviv University)*

**Session 6B:**

**Cable TV and Movies**

Chair: Dotan Persitz (Recanati Business School, Tel Aviv University)

- 11.30 – 12.15**                    **Basic Cable Network Segmentation Toward Minorities and Other Niche Audiences in the U.S.: an Empirical Study**  
 Sung Wook Ji (Department of Telecommunication, Information Studies and Media, Michigan State University)  
 Haizhen Lin (Department of Business Economics and Public Policy, Kelley School of Business, Indiana University)  
 \*David Waterman (Department of Telecommunications, Indiana University)
- Discussant:*                    *David Genesove (The Hebrew University of Jerusalem)*
- 12.15 – 13.00**                    **Piracy and Movie Revenues: Evidence from Megaupload - A Tale of the Long Tail**  
 Christian Peukert (LMU Munich, Institute for Strategy, Technology and Organization)  
 \*Jörg Claussen (Copenhagen Business School)  
 Tobias Kretschmer (ifo Institute for Economic Research at the University of Munich)
- Discussant:*                    *Itai Ater (Recanati Business School, Tel Aviv University)*
- 13.00 – 14.30**                    **Lunch**
- Session 7:**                    **Search Engines**  
 Chair: David Genesove (*The Hebrew University of Jerusalem*)
- 14.30 – 15.15**                    **Integration and Search Engine Bias**  
 \*Alexandre de Cornière (University of Oxford)  
 Greg Taylor (University of Oxford)
- Discussant:*                    *Chaim Fershtman (The Eitan Berglas School of Economics, Tel Aviv University)*
- 15.15 – 16.00**                    **In Google We Trust?**  
 Roberto Burguet (Institut d'Anàlisi Econòmica CSIC, and Barcelona GSE)  
 Ramon Caminal (Institut d'Anàlisi Econòmica CSIC, and Barcelona GSE)  
 \*Matthew Ellman (Institut d'Anàlisi Econòmica CSIC, and Barcelona GSE)
- Discussant:*                    *Ran Spiegler (The Eitan Berglas School of Economics, Tel Aviv University, and UCL)*
- 16.00 – 16.30**                    **Coffee Break**
- Session 8:**                    **Online Search**  
 Chair: Lisa George (Hunter College and the Graduate Center, CUNY)
- 16.30– 17.15**                    **The Market for Keywords**  
 Kfir Eliaz (The Eitan Berglas School of Economics, Tel Aviv University and University of Michigan)  
 \*Ran Spiegler (The Eitan Berglas School of Economics, Tel Aviv University and UCL)
- Discussant:*                    *Emilio Calvano (IGIER - Bocconi University)*
- 17.15 – 18.15**                    **Keynote: Cinematic Explosion: Movies, Gatekeepers, and Product Discovery in the Digital Era**  
 Joel Waldfogel (Carlson School of Management, University of Minnesota)
- 18.30**                                **End of the Conference**

## List of Participants

Simon Anderson	University of Virginia and CEPR
Itai Ater	Tel Aviv University
Sagit Bar-Gill	Tel Aviv University
Emilio Calvano	Bocconi University
Mihai Calin	ETH Zurich
Stefan Behringer	Universitat Heidelberg
Chiang Chun-Fang	National Taiwan University
Joan Calzada	Universitat de Barcelona
Jorg Claussen	Copenhagen Business School
Alma Cohen	Tel Aviv University
Alexandre de Corniere	University of Oxford
Ralf Dewenter	Helmut-Schmidt University - Hamburg
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Tobias Klein	Tilburg University
Hans Jarle Kind	Norwegian School of Economics and CESifo)
Michael Kummer	Center for European Economic Research (ZEW)
Daniel Levy	Bar-Ilan University
Nadav Levy	Interdisciplinary Center (IDC), Herzliya
Dotan Persitz	Tel Aviv University
Maria Petrova	New Economic School, Moscow & Princeton University
Michele Polo	Bocconi University
Regis Renault	University of Paris Dauphine
Miklos Sarvary	Columbia Business School
Analia Schlosser	Tel Aviv University
Yossi Spiegel	Tel Aviv University
Ran Spiegler	Tel Aviv University & UCL
Joel Waldfogel	University of Minnesota
David Waterman	Indiana University
Yaron Yehezkel	Tel Aviv University
David Zvilichovsky	Tel Aviv University