

MEDIA ECONOMICS WORKSHOP XV

Saturday, November 7

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2:00-3:20 Internet & Digitization

YouTube Decade: Culture Converge in Recorded Music

Authors: **Lisa George (Hunter and CUNY)** and Christian Peukert
(Zurich)

Discussant: Kenneth Wilbur (UCSD)

Optimal Crowdfunding Design

Authors: **Matthew Ellman (IAE (CSIC) and Barcelona GSE)** and
Sjaak Hurkens (IAE (CSIC), Barcelona GSE and IESE Navarra)

Discussant: Germain Gaudin (DICE)

3:20-3:30 Closing

Authors in Attendance

Simon P. Anderson (University of Virginia)

Jörg Claussen (Copenhagen Business School)

Gregory Crawford (University of Zurich)

Matthew Ellman (IAE (CSIC) and Barcelona Graduate School of Economics)

Marcel Garz (University of Hamburg)

Germain Gaudin (Düsseldorf Institute for Competition Economics)

Lisa M. George (Hunter College and City University New York)

Tobias Klein (Tilburg University)

Christian Peukert (University of Zurich)

Monique Reid (Stellenbosch University)

Stefan Ruenzi (University of Mannheim)

MEDIA ECONOMICS WORKSHOP XV

NOVEMBER 6-7, 2015

STELLENBOSCH INSTITUTE FOR ADVANCED STUDY

STELLENBOSCH UNIVERSITY

SOUTH AFRICA

Department of Economics | Stellenbosch University

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Stellenbosch has a long history of rigorous research and policy engagement*



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MEDIA ECONOMICS WORKSHOP XV

Friday, November 6

8:00-8:30 Coffee

**8:30-8:40 Welcoming by Dean of Economic & Management Sciences
Faculty Prof Stan du Plessis**

8:40-10:40 Media Market Structure

The Welfare Effects of Vertical Integration in Multichannel Television Markets

Authors: **Gregory Crawford (Zurich)**, Robin Lee (Harvard),
Michael Whinston (MIT) and Ali Yurukoglu (Stanford GSB)

Discussant: Jörg Claussen (CBS)

On the Antitrust Economics of the E-Book Industry

Authors: **Germain Gaudin (DICE)** and Alexander White (Tsinghua)

Discussant: Willem Boshoff (Stellenbosch)

Media See-saws: Winners and Losers on Media Platforms

Authors: **Simon Anderson (Virginia)** and Martin Peitz (Mannheim)

Discussant: Tobias Klein (Tilburg)

10:40-11:10 Coffee

11:10-12:30 Advertising and Media

A Friendly Turn: Advertising Bias in the News Media

Authors: Florens Focke (Mannheim), Alexandra Niessen-Ruenzi
(Mannheim) and **Stefan Ruenzi (Mannheim)**

Discussant: Neil Rankin (Stellenbosch)

How to Improve the Timing of TV Advertising: An Empirical Study

Author: **Tobias Klein (Tilburg)**

Discussant: Kenneth Wilbur (UCSD)

12:30-2:00 Lunch

2:00-3:30 Panel: Competition and Globalization in Media Markets

Lisa George (Hunter & CUNY), Greg Crawford (Zurich), Tobias Klein
(Tilburg), Simon Roberts (UJ) & Nicola Theron (Stellenbosch)

3:30-3:45 Coffee

7:00 Conference dinner at Lanzerac Wine Estate. Guests to be collected from STIAS at 6:30.

MEDIA ECONOMICS WORKSHOP XV

Saturday, November 7

9:30-10:50 News Markets

*Talking to the Inattentive Public: How the Media Translates the Reserve Bank's
Communications*

Authors: Stan du Plessis (Stellenbosch) and
Monique Reid (Stellenbosch)

Discussant: Christian-Matthias Wellbrock (Hamburg)

The Heuristic Value of Options in the Market for News

Author: **Marcel Garz (Hamburg)**

Discussant: Cobus Burger (Stellenbosch)

10:50-11:10 Coffee

11:10-12:30 News Markets

Like It or Not! Facebook's Ability to Track Web Behavior

Authors: Luis Aguiar (IPTS), Jörg Claussen (CBS) and
Christian Peukert (Zurich)

Discussant: Marcel Garz (Hamburg)

*Catch Me if You Can: Effectiveness and Consequences of Online Copyright
Enforcement*

Authors: Luis Aguiar (IPTS), **Jörg Claussen (CBS)** and Christian
Peukert (Zurich)

Discussant: Christian-Matthias Wellbrock (Hamburg)

12:30-2:00 Lunch

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