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**FTC Conference Center**  
601 Ne Jersey Ave., NW  
Washington, D.C. 20001

Sponsored b :

1:10 p.m.

**Keynote Address**

David Dranove, Northwestern University, Kellogg School of Management

1:40 p.m.

**Paper Session Two: *Economics of Antitrust***

Chaired by David Dranove, Northwestern University, Kellogg School of Management

Matthew Grennan (University of Toronto, Rotman School of Management), *Price Discrimination and Bargaining: Empirical Evidence from Medical Devices*

Discussant: Bob Town (University of Pennsylvania, The Wharton School)

Sonia Jaffe (Harvard University), *The First-Order Approach to Merger Analysis*

Discussant: Cory Capps (Bates White)

Thomas Jeitschko (Department of Justice), *Patent Pools and Product Development: Perfect Complements Revisited*

Discussant: Jay Pil Choi (Michigan State University)

3:10 p.m.

**Afternoon Break**

3:30 p.m.

**Paper Session Three: *Consumer Decision-Making and Seller Incentives***

Chaired by Nancy Rose, Massachusetts Institute of Technology

Matthew Osborne (Bureau of Economic Analysis), *Cellular Service Demand: Tariff Choice, Usage Uncertainty, Biased Beliefs, and Learning*

Discussant: Eugenio Miravete (University of Texas at Austin)

Henry Schneider (Cornell University), *Do Bidders on Ebay Have Nonstandard Preferences?* 1:40ssOu

## Frida , November 4

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9:00 a.m.      **Keynote Address**

Nancy Rose, Massachusetts Institute of Technology

9:30 a.m.      **Paper Session Four: *Economics of Advertising Markets***

Chaired by Mark Armstrong, University College London

Joshua Gans (University of Toronto, Rotman School of Management), *The Impact of the Internet on Advertising Markets for News Media*

Discussant: Glen Weyl (University of Chicago)

Charlie Gibbons (University of California, Berkeley), *Firm Strategy in Contextual Advertising Auctions*

Discussant: Jidong Zhou (New York University, Stern School of Business)