



## The Seventh Annual

# Federal Trade Commission Microeconomics Conference

October 16-17, 2014

Washington, D.C.

# AGENDA

## Thursday, October 16

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8:30 a.m.     **Registration**

9:00 a.m.     **Welcome and Opening Remarks**  
Commissioner Joshua Wright (Federal Trade Commission)

9:15 a.m.     **Keynote Address, "Remedies, and Related Issues, in Antitrust Economics"**  
John Asker (University of California Los Angeles)

9:50 a.m.     **Paper Session One: Assessing the Impact of Integration**  
Chaired by John Asker (University of California Los Angeles)  
Ali Yurukoglu (Stanford University, GSB) with Gregory Crawford, Robin Leonard  
and Michael Whinston, The Welfare Effects of Vertical Integration in Multichannel  
Television Markets  
Discussant:



FEDERAL TRADE COMMISSION

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12:40 p.m. **Keynote Address, "The Economics of Peer-to-Peer Internet Markets"**  
Liran Einav (Stanford University)

1:15 p.m. **Break**

1:25 p.m. **Panel: *The Big Data Revolution: What it Means for Consumers and Firms***  
Chaired by Doug Smith (Federal Trade Commission)  
Hal Varian (Google)  
J.P. Dubé (University of Chicago, Booth)  
Dirk Bergemann (Yale University)  
Neel Sundaresan (eBay)

2:25 p.m. **Afternoon Break**

2:45 p.m. **Paper Session Two: *Information and Product Market Behavior***

Chaired by Liran Einav (Stanford University)  
E. Glen Weyl (Microsoft Research New England) with Neale Mahoney and André Veiga  
Competition Policy in Selection Markets  
Discussant Michael Katz (University of California Berkeley, Haas)  
  
Elisabeth Honka (University of Texas at Dallas, Jindal) with Hortaçsu and Maria Ana  
Vitorino, Advertising, Consumer Awareness and Choice: Evidence from the U.S. Banking  
Industry  
Discussant Judith Chevalier (Yale University, SO)  
  
Alessandro Bonatti (Massachusetts Institute of Technology, Sloan)



## Friday, October 17

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- 9:00 a.m.     **Keynote Address, “Consolidation in Healthcare Markets: Challenges for Researchers and Enforcers”**  
Leemore Dafny (Northwestern University, Kellogg)
- 9:35 a.m.     **Panel: *The Impact of Narrow Networks on Healthcare Competition and Policy***  
Chaired by Robin Lee (Harvard University)  
Silke Forbes (Case Western Reserve University, W -1.4or9:3)

