

Second Annual Research Roundtable
Law and Economics of Digital Markets
Thursday, October 11 — Friday, October 12, 2012

Searle Center Conference Room (Rubloff 542)
750 N. Lake Shore Drive, Chicago, IL

Thursday, October 11th

12:00 p.m. **Lunch**

1:00 to 2:15 **Session One:** [*What Are We Not Doing When We're Online, And How Much Is That Worth?*](#)
Scott J. Wallsten, Vice President for Research and Senior Fellow, Technology Policy Institute

Discussant: **Jonathan Baker**, Professor of Law, American University Washington, College of Law

2:15 to 3:30 **Session Two:** [*The Effects of Rewarding User Engagement—The Case of Facebook Apps*](#)
Tobias Kretschmer, Ludwig-Maximilians-Universität München, Munich School of Management, Institute for Strategy, Technology and Organization

Discussant: **Jin-Hyuk Kim**, Assistant Professor, Department of Economics, University of Colorado, Boulder

3:30 to 4:00 **Break**

4:00 to 5:15 **Session Three:** [*Do Bad Things Happen When Works Enter the Public Domain?: Empirical Tests of Copyright Term Extension*](#)
Paul J. Heald, Professor of Law, University of Illinois, College of Law

Discussant: **Joel Waldfogel**, Frederick R. Kappel Chair in Applied Economics, Carlson School of Management, University of Minnesota

5:30 **Reception and Dinner at Devon Seafood Grill** (39 East Chicago Avenue)

Friday, October 12th

8:00 a.m. **Breakfast**

8:30 to 9:45 **Session Four:** [*Notice Failure and Notification Externalities*](#)
Peter Menell, Robert L. Bridges Professor of Law and Faculty Director, Berkeley Center for Law & Technology, University of California, Berkeley, School of Law (Boalt Hall)

Discussant: **Scott Baker**, Professor of Law and Treiman Fellow, 2011-12, Washington University at St Louis, School of Law

9:45 to 11:00 **Session Five:** *An Empirical Analysis of Digital Music Bundling Strategies*
Michael D. Smith, Professor of Information Technology and Marketing Heinz College, Carnegie Mellon University

Discussant: **Shubha Ghosh**, Vilas Research Fellow & Professor of Law University of Wisconsin, Madison, School of Law

11:00 to 11:15 **Break**

11:15 to 12:30 **Session Six:** [Market Structure and Media Diversity](#)
Scott Savage, Associate Professor, Department of Economics, University of Colorado
Boulder

Discussant: **Spencer Weber Waller**, Professor and Director, Institute for Consumer
Antitrust Studies, Loyola University of Chicago School of Law

12:30 **Lunch**

Confirmed Participants (as of 6/27/2013):

1. **Jonathan Baker**, American University, School of Law
2. **Scott A. Baker**, Washington University at St Louis, School of Law
3. **Kevin Bryan**, Kellogg School of Management, Northwestern University
4. **Peter DiCola**, Northwestern University School of Law
5. **Shubha Ghosh**, University of Wisconsin, Madison, School of Law
6. **Shane Greenstein**, Kellogg School of Management, Northwestern University
7. **Paul Heald**, University of Illinois, College of Law
8. **Stephanie Holmes**, Kellogg School of Management, Northwestern University
9. **Benjamin Jones**, Kellogg School of Management, Northwestern University
10. **Jin-Hyuk Kim**, Department of Economics, University of Colorado, Boulder
11. **Tobias Kretschmer**, Ludwig-Maximilians-Universität München, Munich School of Management, Institute for Strategy,
Technology and Organization
12. **Edward Lee**, IIT Chicago-Kent College of Law
13. **Peter Menell**, University of California, Berkeley, School of Law
14. **Yi Qian**, Kellogg School of Management, Northwestern University
15. **Scott Savage**, University of Colorado, Economics
16. **David L. Schwartz**, IIT Chicago-Kent College of Law
17. **Michael Smith**, Carnegie Mellon, Public Policy School
18. **Daniel F. Spulber**, Kellogg School of Management, Northwestern University
19. **Koleman Strumpf**, University of Kansas School of Law
20. **Joel Waldfoegel**, University of Minnesota, Business School
21. **Spencer Weber Waller**, Loyola University of Chicago School of Law
22. **Scott Wallsten**, Technology Policy Institute
23. **Min Ren**, Kellogg School of Management, Northwestern University