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
18. Daniel F. Spulber, Kellogg School of Management, Northwestern University
19. Koleman Strumpf, University of Kansas School of Law
20. Joel Waldfogel, 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