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FLORENCE  
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**FSR COMMUNICATIONS & MEDIA**  
**FLORENCE, 27-28 MARCH 2015**

**2015 ANNUAL SCIENTIFIC SEMINAR ON THE ECONOMICS, LAW AND  
POLICY OF COMMUNICATIONS AND MEDIA:  
*POLICY CHALLENGES IN DIGITAL MARKETS***

**Seminar Venue:**

Badia Fiesolana  
Via dei Roccettini, 9 – San Domenico di Fiesole

**Friday, 27 March**

10.30 – 10.50 *Welcome Coffee*

**10.50 – 11.00 Welcome**

**Pier Luigi Parcu**, Director FSR Communications and Media

**11.00 – 13.00 Parallel Session A – New Media and Content**

*Refettorio*

Chair: Marc Bourreau, Telecom ParisTech

*YouTube Decade: Cultural Convergence in Recorded Music*

**Lisa George**, Hunter College and the Graduate Center, CUNY

(co-author: Christian Peukert)

Discussant: Lucasz Grzybowski

*On the Road Again: The Effect of Live Performances on Artist Popularity*

**Christian Peukert**, University of Zurich

(co-authors: Jan-Christian Tono and Joerg Claussen)

Discussant: Marc Bourreau

*Online Copyright Enforcement, Consumer Behavior, and Market Structure*

**Luis Aguiar**, European Commission

(co-authors: Joerg Claussen and Christian Peukert)

Discussant: Lapo Filistrucchi



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### **11.00 – 13.00 Parallel Session B - Policy and Legal Issues in Digital Markets**

*Sala Capitolino*

Chair: Maria Luisa Stasi

*Ex Ante Versus Ex Post Approaches to Network Neutrality: A Comparative Assessment*

**Robert Frieden**, Penn State University, University Park

Discussant: Pier Luigi Parcu

*Governance and Institutional Conflicts in the Implementation of the EU Telecommunications Regulation*

**Marta Cantero**, European University Institute

Discussant: Pier Luigi Parcu

*Proposal for a Reform of the Regulation of Digital Services*

**Luisa Rossi**, Orange

Discussant: Maria Luisa Stasi

*13.00 – 14.30 Lunch in Sala Rossa*

### **14.30 – 15.30 Keynote Lecture**

Chair: Pier Luigi Parcu

*Strategic Search Diversion*

**Bruno Jullien**, Toulouse School of Economics

*15.30– 16.00 Coffee break*

### **16.00 – 18.00 Data Protection and the Right to Be Forgotten**

Chair: Peggy Valcke, KU Leuven

*Search engines after Google Spain: internet@liberty or privacy@peril?*

**Aleksandra Kuczerawy**, KU Leuven

(co-authors: Brendan van Alsenoy and Jef Ausloos)

Discussant: Giorgio Monti

*The Google Spain case: part of a harmful trend of jurisdictional overreach*

**Dan Svantesson**, Centre for Commercial Law at Bond University

Discussant: Peggy Valcke

*Challenges in regulating digital infrastructure at the content layer*

**Argyri Panezi**, European University Institute

Discussant: Peggy Valcke

**20.00: Dinner**

**Saturday, 28 March**

**09.00-10.30 Political Economy and Media**

Chair: Lisa George, Hunter College and the Graduate Center, CUNY

*Internet and Politics: Evidence from UK Local Elections and Local Government Policies*

**Tommaso Valletti**, Imperial College London  
(co-authors: Alessandro Gavazza and Mattia Nardotto)  
Discussant: Lisa George

*Opinion Dynamics via Search Engines*

**Francesco Sobbrivo**, Cattolica University Milan  
(co-author: Fabrizio Germano)  
Discussant: Lisa George

10.30 – 11.00 Coffee break

**11.00 – 13.00 Parallel Session A – Telecoms and Privacy**

*Sala Capitolo*

Chair: Steffen Hoernig, Nova School of Business and Economics

*Estimating demand for fixed-mobile bundles and switching costs between tariffs*

**Lukasz Grzybowski**, Telecom ParisTech  
(co-author: Julien Liang)  
Discussant: Carlo Cambini

*Imperfect Competition, Information, and Privacy*

**Rodrigo Montes**, Toulouse School of Economics  
(co-authors: Wilfried Sand-Zantman and Tommaso Valletti)  
Discussant: Steffen Hoernig

*Coordinated effects in European mobile industries: empirical evidence on the impact of market symmetry on European mobile telecommunications prices*

**Georg Ecker**, Austrian Regulatory Authority for Broadcasting and Telecommunications  
(co-author: Alois Engl)  
Discussant: Tommaso Valletti



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Centre for Media Pluralism and Media Freedom

**11.00 – 13.00 Parallel Session B – Policy Issues in Electronic Communications Markets**

*Refettorio*

Chair: Giorgio Monti, European University Institute

*A new legal test for access regulation in the electronic communications*

**Alexandre De Streel**, University of Namur

(co-author: Christian Hocepiéd)

Discussant: Stanford Levin

*Policies to Facilitate FTTP Deployment*

**Stanford Levin**, Southern Illinois University Edwardsville

(co-author: Stephen Schmidt)

Discussant: Giorgio Monti

*Is the European Union moving towards a strategic development of radio spectrum policy? A review of the Connected Continent legislative proposal*

**Maria Massaro**, Chalmers University

(co-author: Erik Bohlin)

Discussant: Valeria Falce

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