



European  
University  
Institute

ROBERT  
SCHUMAN  
CENTRE FOR  
ADVANCED  
STUDIES

FLORENCE  
SCHOOL OF  
REGULATION  
COMMUNICATIONS  
& MEDIA



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

Refettorio and Sala del Capitolo, Badia Fiesolana  
Via dei Roccettini, 9 - San Domenico di Fiesole

27-28 March 2015

### ■ PROGRAMME

#### Friday, 27

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: **Łukasz 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**

The Centre for Media Pluralism and Media Freedom  
is co-financed by the European Union



11.00-13.00 **Parallel Session B - Policy and Legal Issues in Digital Markets** **Sala Capitolo**

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**

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 Sobbrío** | 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  
**Łukasz 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**

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**