



The Seventh Annual Federal Trade Commission Microeconomics Conference

October 16-17, 2014

Washington, D.C.

DRAFT AGENDA

Thursday, October 16

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome and Opening Remarks**
Martin Gaynor (Federal Trade Commission)
- 9:15 a.m. **Keynote Address**
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)
Gregory Crawford, Robin Lee, Michael Whinston, and Ali Yurukoglu, *The Welfare Effects of Vertical Integration in Multichannel Television Markets*
Discussant: Robert Town (University of Pennsylvania, Wharton)
- Michael Mazzeo, Katja Seim, and Mauricio Varela, *The Welfare Consequences of Mergers with Endogenous Product Choice*
Discussant: Steven Berry (Yale University)
- Nathan Miller, Matthew Osborne, and Gloria Sheu, *Pass-Through in a Concentrated Industry: Empirical Evidence and Policy Implications*
Discussant: Mar Reguant (Stanford University)
- 12:05 p.m. **Lunch**
- 12:40 p.m. **Keynote Address**
Liran Einav (Stanford University)



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- 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)
- 2:25 p.m. **Afternoon Break**
- 2:45 p.m. **Paper Session Two: *Information and Product Market Behavior***
Chaired by Liran Einav (Stanford University)
Neale Mahoney and E. Glen Weyl, *Imperfect Competition in Selection Markets*
Discussant: Michael Katz (University of California Berkeley, Haas)
- Elisabeth Honka, Ali Hortaçsu, and Maria Ana Vitorino, *Advertising, Consumer Awareness and Choice: Evidence from the U.S. Banking Industry*
Discussant: Judith Chevalier (Yale University, SOM)
- Dirk Bergemann and Alessandro Bonatti, *Selling Cookies*
Discussant: Emir Kamenica (University of Chicago, Booth)
- 5:00 p.m. **Hors d'oeuvres Reception**
Sponsored by the **Searle Center on Law, Regulation and Economic Growth**
 **Northwestern Law**

Friday, October 17

- 9:00 a.m. **Keynote Address**
Leemore Dafny (Northwestern University, Kellogg)
- 9:35 a.m. **Panel: *The Impact of Narrow Networks on Healthcare Competition and Policy***
Chaired by Robin Lee, Chair (Harvard University)
Silke Forbes (Case Western Reserve University, Weatherhead)
Ben Handel (University of California Berkeley)
Michael Chernew (Harvard University Medical School)
Laurence Baker (Stanford University)
- 10:35 a.m. **Morning Break**
- 10:55 a.m. **Paper Session Three: *Empirical Analyses of Public Interventions***
Chaired by Leemore Dafny (Northwestern University, Kellogg)
Christopher Conlon and Nirupama Rao, *The Price of Liquor is Too Damn High: Alcohol Taxation and Market Structure*
Discussant: Katja Seim (University of Pennsylvania, Wharton)
- Michael Sinkinson and Amanda Starc, *Consumer Advertising Competition in Prescription Drugs*
Discussant: Ginger Jin (University of Maryland)
- Christopher Garmon, *The Accuracy of Hospital Merger Screening Methods*
Discussant: Sean May (Charles River Associates)
- 1:10 p.m. **Close**



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