



NYU | STERN



FEDERAL TRADE COMMISSION
PROTECTING AMERICA'S CONSUMERS

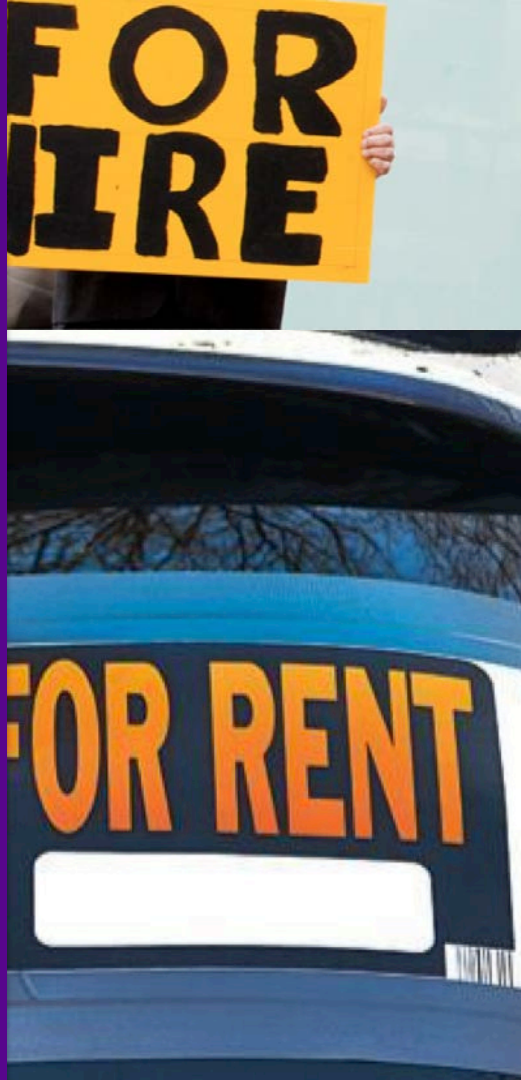
Platform Power, Reputation and Regulation

Federal Trade Commission Workshop on
The “Sharing Economy”:

Issues Facing Platforms, Participants and Regulators

June 9, 2015

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@digitalarun



new platform (power)

bank

hotel

retailer

apparel store

transportation

diversified labor

personal services

corporate services

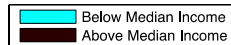
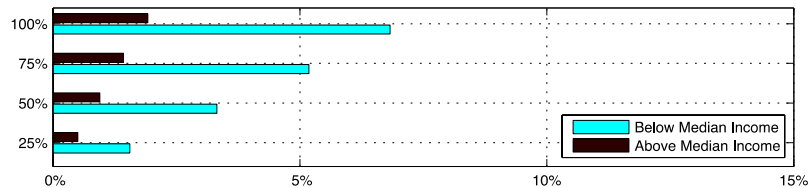
rental car company

source of “risk” mitigation

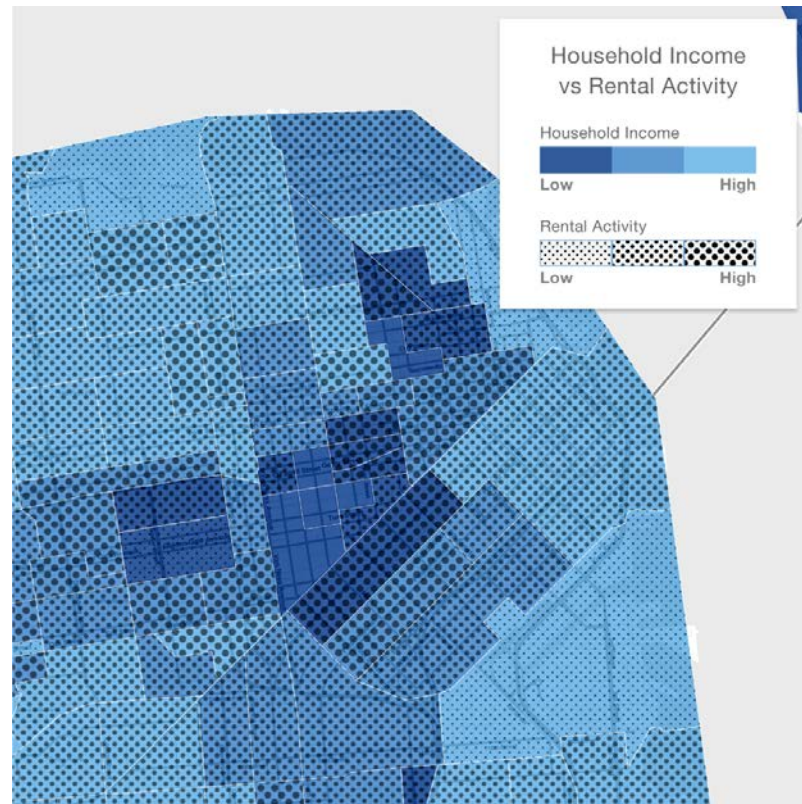




the promise of inclusive growth



us



new platform power



A blurred background image showing a crowd of people, likely at a conference or event, with some individuals looking towards the camera.

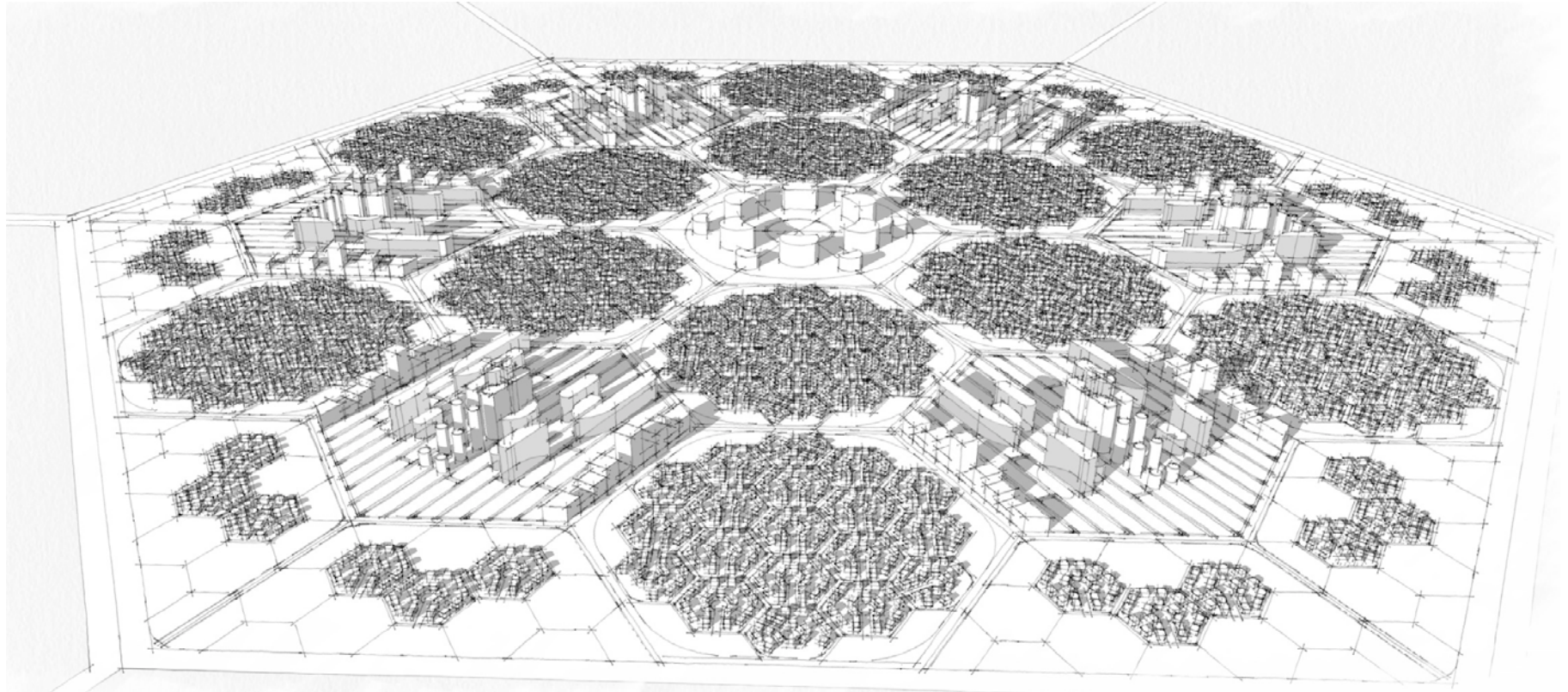
technological enablers and threats

consumerization of digital

digitization of the physical

pure p2p and the blockchain

platform power and network effects

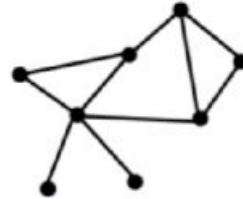


regulation by platforms

regulator



platform



decade-long trend of de-facto delegation

personal

'for money'

professional



deconstructing the “trust infrastructure”

community

government

brand

community

deconstructing the “trust infrastructure”

government
certification



digitized peer
feedback



deconstructing the “trust infrastructure”

government
certification



platform (brand)
certification

independent
third-party
certification

digital conduits to
individual traits



digitized social capital



digitized peer
feedback

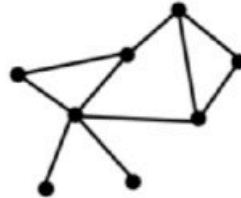


consumer protection

regulator



platform



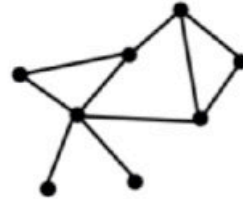
new “self-regulatory” opportunities

consumer protection

regulator



platform



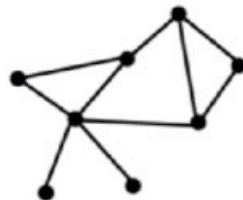
SRO approaches: information asymmetry vs. externalities

consumer protection

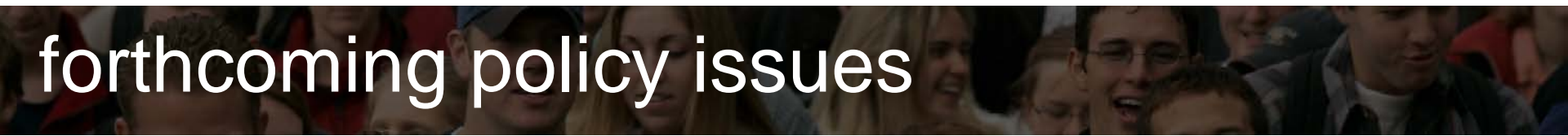
regulator



platform



personal vs. professional and safe harbors



forthcoming policy issues

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