



# The Seventh Annual Federal Trade Commission Microeconomics Conference

October 16-17, 2014

Washington, D.C.

## A G E N D A

### Thursday, October 16

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- 8:30 a.m.     **Registration**
- 9:00 a.m.     **Welcome and Opening Remarks**  
Commissioner Joshua Wright (Federal Trade Commission)
- 9:15 a.m.     **Keynote Address, “Remedies, and Related Issues, in Antitrust Economics”**  
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)  
    Ali Yurukoglu (Stanford University, GSB) with Gregory Crawford, Robin Lee, and Michael Whinston, *The Welfare Effects of Vertical Integration in Multichannel Television Markets*  
    Discussant: Robert Town (University of Pennsylvania, Wharton)
- Mauricio Varela (University of Arizona) with Michael Mazzeo and Katja Seim, *The Welfare Consequences of Mergers with Endogenous Product Choice*  
    Discussant: Steven Berry (Yale University)
- Nathan Miller (Georgetown University, McDonough) with Matthew Osborne and Gloria Sheu, *Pass-Through in a Concentrated Industry: Empirical Evidence and Policy Implications*  
    Discussant: Mar Reguant (Stanford University, GSB)
- 12:05 p.m.    **Lunch**  
Sponsored by the **Searle Center on Law, Regulation and Economic Growth**



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- 12:40 p.m. **Keynote Address, “The Economics of Peer-to-Peer Internet Markets”**  
Liran Einav (Stanford University)
- 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)  
Neel Sundareshan (eBay)
- 2:25 p.m. **Afternoon Break**
- 2:45 p.m. **Paper Session Two: *Information and Product Market Behavior***  
Chaired by Liran Einav (Stanford University)  
E. Glen Weyl (Microsoft Research New England) with Neale Mahoney and André Veiga,  
*Competition Policy in Selection Markets*  
Discussant: Michael Katz (University of California Berkeley, Haas)
- Elisabeth Honka (University of Texas at Dallas, Jindal) with Ali Hortaçsu and Maria Ana Vitorino, *Advertising, Consumer Awareness and Choice: Evidence from the U.S. Banking Industry*  
Discussant: Judith Chevalier (Yale University, SOM)
- Alessandro Bonatti (Massachusetts Institute of Technology, Sloan) with Dirk Bergemann, *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

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- 9:00 a.m.     **Keynote Address, “Consolidation in Healthcare Markets: Challenges for Researchers and Enforcers”**  
Leemore Dafny (Northwestern University, Kellogg)
- 9:35 a.m.     **Panel: *The Impact of Narrow Networks on Healthcare Competition and Policy***  
Chaired by Robin Lee (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 (Columbia University) with Nirupama Rao, *The Price of Liquor is Too Damn High: Alcohol Taxation and Market Structure*  
Discussant: Katja Seim (University of Pennsylvania, Wharton)
- Michael Sinkinson (University of Pennsylvania, Wharton) with Amanda Starc, *Consumer Advertising Competition in Prescription Drugs*  
Discussant: Ginger Jin (University of Maryland)
- Christopher Garmon (Federal Trade Commission), *The Accuracy of Hospital Merger Screening Methods*  
Discussant: Sean May (Charles River Associates)
- 1:10 p.m.     **Close**



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