

<b>Friday, October 19<sup>th</sup> 2007</b>	
8:45 – 9:15	<b>Registration</b>
9:15 – 9:30	<b>Welcome</b>
9:30 – 11:00	<p><b><u>Exclusive Rights</u></b></p> <p>Chair: Jean Gabszewicz (CORE, Louvain)</p> <p>1. <b>Helen Weeds</b> (University of Essex)  <i>“TV Wars: Exclusive Content and Platform Competition in Television Broadcasting”</i>  <i>Discussant: Emanuele Bacchiega (University of Bologna)</i></p> <p>2. <b>Johan Stennek</b> (RIIE and CEPR)  <i>“Exclusive Quality – Why Exclusive Distribution May Benefit the TV Viewers”</i>  <i>Discussant: Antonio Minniti (University of Bologna)</i></p>
11:00 – 11:30	<b>Break</b>
11:30 – 13:00	<p><b><u>Media and competition</u></b></p> <p>Chair: Vincenzo Denicolò (University of Bologna)</p> <p>1. <b>David Genesove</b> (Hebrew University of Jerusalem and CEPR)  <i>“Broadcasting Competition and Programming Costs”</i>  <i>Discussant: Lisa George (CUNY)</i></p> <p>2. <b>Joel Waldfogel</b> (University of Pennsylvania)  <i>“Lost on the Web: Does Web Distribution Stimulate or Depress Television Viewing?”</i>  <i>Discussant: Riccardo Puglisi (MIT)</i></p>
13:00 – 14:00	<b>Lunch</b>

<b>Friday, October 19<sup>th</sup> 2007</b>	
14:00 – 15:30	<p><b><u>Advertising-Financed Broadcasting</u></b></p> <p>Chair: Luca Lambertini (University of Bologna)</p> <p>1. <b>Simon Anderson</b> (University of Virginia), Hans Jarle Kind (Norwegian School of Economics and Business Administration), and Guttorm Schjelderup (Norwegian School of Economics and Business Administration)</p> <p><i>“Broadcasting, Advertising finance and the Rationale for Public Broadcasting”</i></p> <p><i>Discussant:</i> Giacomo Calzolari (University of Bologna)</p> <p>2. <b>Fabrizio Germano</b> (UPF) and Martin Meier (IAE-CSIC, Barcelona)</p> <p><i>“Voluntary Censorship in Commercial Media”</i></p> <p><i>Discussant:</i> Andrea Mantovani (University of Bologna)</p>
15:30 - 16:00	<b>Break</b>
16:00 – 17:30	<p><b><u>Impact of media on market structure and welfare</u></b></p> <p>Chair: Michele Polo (Bocconi University)</p> <p>1. <b>Scott Farrow</b> (UMBC) and Douglas Larson (UC Davis)</p> <p><i>“The Information, Distant Use Value and the Exxon Valdez”</i></p> <p><i>Discussant:</i> Ambarish Chandra (University of British Columbia)</p> <p>2. <b>Lisa George</b> (CUNY)</p> <p><i>“National Television and the Market for Local Products: The Case of Beer”</i></p> <p><i>Discussant:</i> Renata Bottazzi (University of Bologna)</p>
20:00	<b>Conference Dinner</b>

Saturday, October 20 <sup>th</sup> 2007	
9:00 – 11:15	<p><b>News Reporting</b></p> <p>Chair: Marco Casari (University of Bologna)</p> <p>1. Ming Li (Concordia University, Montreal), <b>Tymofiy Mylovanov</b> (University of Bonn) <i>“Indifferent Public, Passionate Advocates, and Strategic Media”</i> <i>Discussant:</i> Michele Polo (Bocconi University)</p> <p>2. <b>Maria Rosa Battaggion</b> (University of Bergamo and CESPRI) and Alessandro Vaglio (University of Bergamo) <i>“The Demand for and the Supply of Pluralism: A Model of Media Market”</i> <i>Discussant:</i> Joana Resende (Université Catholique de Louvain and University of Porto)</p> <p>3. Valentino Larcinese (LSE), <b>Riccardo Puglisi</b> (MIT), and James M. Snyder, Jr. (MIT) <i>“Partisan Bias in Economic News: Evidence on the Agenda-Setting Behavior of U.S. Newspapers”</i> <i>Discussant:</i> Wayne Fu (Nanyang Technological University)</p>
11:15 – 11:45	<b>Break</b>

<b>Saturday, October 20<sup>th</sup> 2007</b>	
11:45 – 13:15	<p><b>Pricing of Advertising</b></p> <p>Chair: Paolo Garella (University of Milan)</p> <p>1. <b>W. Wayne Fu</b> (Nayang Technological University), Hairong Li (Michigan State University), and Steven S. Wildman (Michigan State University)  <i>“Explaining Prices Paid for Television Ad Time: The Purchasing Profile Model”</i>  <i>Discussant:</i> Stefan Behringer (Goethe University Frankfurt)</p> <p>2. <b>Ambarish Chandra</b> (University of British Columbia)  <i>“Targeted Advertising: The Role of Subscriber Characteristics in Media Markets”</i>  <i>Discussant:</i> Lapo Filistrucchi (Tilburg University and University of Siena)</p>
13:15 – 14:15	<b>Lunch</b>
14:15 – 15:45	<p><b>Horizontal Differentiation in Media Markets</b></p> <p>Chair: Simon Anderson (University of Virginia)</p> <p>1. Jean Gabszewicz (CORE, Louvain), <b>Didier Laussel</b> (Université de la Méditerranée, GREQAM), and Michel Le Breton (University of Toulouse)  <i>“The Mixed Strategy Nash Equilibrium of the Television News Scheduling Game”</i>  <i>Discussant:</i> Carlo Reggiani (University of Bologna)</p> <p>2. <b>Stefan Behringer</b> (Goethe University Frankfurt)  <i>“Spatial Predation in the UK Newspaper Industry”</i>  <i>Discussant:</i> Marco Gambaro (University of Milan)</p>
15:45	<b>End of the Conference</b>