L'INSTITUT D'ECONOMIE INDUSTRIELLE

and

LA POSTE

Organize the SEVENTH CONFERENCE on

« The Economics of the Postal Sector in the Digital World »

Toulouse, March 22-23, 2012

With the support of TSE and the Conseil Régional Midi-Pyrénées

PRELIMINARY PROGRAMME

SCIENTIFIC COMMITTEE

Claire Borsenberger (La Poste), Didier Brune (La Poste), Helmuth Cremer (IDEI), Philippe De Donder (IDEI), Paul Dudley (Royal Mail), Jean-Pierre Florens (IDEI), Denis Joram (La Poste), John Panzar (Northwestern University), Patrick Rey (IDEI), Soterios Soteri (Royal Mail), Jean Tirole (IDEI), Frank Wolak (Stanford University).

SITE

Toulouse School of Economics
Manufacture des Tabacs
21 allée de Brienne
31000 Toulouse
Tél. : +33 (0)5 61 12 85 89

CONFERENCE SECRETARIAT

Valérie NOWACZYK
Institut D'Economie Industrielle
Université Toulouse 1 Capitole
Manufacture des Tabacs - Aile Jean-Jacques Laffont
21, Allée de Brienne- 31000 Toulouse - France
Phone :+33 (0)5.61.12.86.90 - **Fax** :+33 (0)5.61.12.86.37
Email : postconf2012@gmail.com – http://www.idei.fr/conference/postal_seventh.html

THURSDAY MARCH 22, 2012

8:30-9:00 **Registration**

9:00-9:30 **Opening of the conference** : Hervé Ossard (IDEI-TSE) et Marc-André Feffer (La Poste)

9:30-11:30 ***SESSION 1*** ***NEWS AGGREGATORS AND SEARCH ENGINES***
CHAIR: **Philippe De Donder (IDEI)**

« News Aggregators and Competition Among Newspapers in the Internet »
Nikrooz Nasr Esfahani (TSE) and Doh-Shin Jeon (TSE)
Discussant: Christiaan Hogendorn *(Wesleyan University)*

« Aggregators, Search and the Economics of New Media Institutions »
Christiaan Hogendorn (Wesleyan University) and Lisa George (CUNY)
Discussant: Doh-Shin Jeon *(TSE)*

« Product Complexity and Search »
David Sauer (TSE)
Discussant: Tuba Pinar Yildirim *(University of Pittsburg)*

« User-Generated Content in News Media »
Tuba Pinar Yildirim (University of Pittsburg), Esther Gal-Or (University of Pittsburg), Tansev Geylani (University of Pittsburg)
Discussant: David Sauer *(TSE)*

11:30-12:00 **Coffee Break**

12:00-13:00 ***KEYNOTE LECTURE***
CHAIR: **Jacques Crémer (IDEI)**

« Media Markets and Advertisement »
Régis Renault (Université de Cergy-Pontoise)

13:00-14:30 **Lunch**

14:30-16:30 ***SESSION 2*** ***PARALLEL SESSIONS***

SESSION 2A: UNIVERSAL POSTAL SERVICE

CHAIR: Denis Joram (La Poste)

« Towards a Sector-overlapping USO for Communication »
Christian Jaag (Swiss Economics and University of St Gallen) and Urs Trinkner (Swiss Economics andUniversité de Zurich)
Discussant: Philippe De Donder *(IDEI)*

« USO Design in a Competitive Environment »
Axel Gautier (HEC-Ulg et Core) and Jean-Christophe Poudou (Université de Montpellier)
Discussant: Sébastien Lécou *(La Poste)*

« Universal Service on a Digital Postal Platform »
Mohammad Adra (USPS), **Bruce Marsh** (USPS) et David Asher (USPS)
Discussant: Christian Jaag (Swiss Economics and University of St Gallen)

« Competition Between Mail and Electronic Substitutes in the Financial Sector : a Hotelling Approach »
Philippe De Donder (IDEI), Helmuth Cremer (IDEI), Paul Dudley (Royal Mail) et Frank Rodriguez (Royal Mail)
Discussant: Axel Gautier *(HEC-Ulg and Core)*

SESSION 2B: ECONOMETRICS OF POSTAL SECTOR

CHAIR: Claire Borsenberger (La Poste)

« Measuring the Impact of the United States Postal Service's National Wage Policy on Mail Processing Productivity »
Frank Wolak (Stanford University)
Discussant: Jean-Pierre Florens *(IDEI)*

« Evaluating Demand for Mail Prices Elasticities and Technology Impacts in an Evolving Communications Market »
Frédérique Fève (IDEI), Jean-Pierre Florens (IDEI), Frank Rodriguez (Oxera) et **Soterios Soteri** (Royal Mail)
Discussant: Meloria Meschi *(FTI Consulting)*

« A Gravity Model of International Postal Exchanges »
José Anson (UPU) and Matthias Helble (UPU)
Discussant: Estelle Malavolti *(IDEI)*

« Transformation of Post Offices in Partner Offices: Effects on Demand »
Claire Borsenberger (La Poste), **Frédérique Fève** (IDEI), Jean-Pierre Florens (IDEI) and Christophe Valognes (La Poste)
Discussant: Pierre Dubois *(IDEI)*

16:30-17:00 **Coffee Break**

17:00-18:30 ***SESSION 3*** ***DESIGN OF POSTAL NETWORKS***
CHAIR: **Frank Wolak (Stanford University)**

« Innovation Uncertainty and Indirect Network Externalities »
David Zvilichovsky (Tel Aviv University)
Discussant: Yassine Lefouilli *(TSE)*

« Legal Unbundling and Non Discriminatory Access in the Provision of Universal Services »
Claudio Karl (Universidad del Rosario) and **Patrick Legros** (ECARES)
Discussant: **David Zvilichovsky** (Tel Aviv University)

« Segmentation and Nonlinear Pricing in the Postal Sector »
Claire Borsenberger (La Poste), **Helmuth Cremer** (IDEI), Philippe De Donder (IDEI), Sébastien Lecou (La Poste) and Denis Joram (La Poste)
Discussant: Patrick Legros *(ECARES)*

20:00 **Dinner**

FRIDAY MARCH 23, 2012

9:00-11:00 **SESSION 4** **ECONOMETRICS II**
CHAIR: **Jean-Pierre Florens (IDEI)**

« Urban Logistics : Opportunities and Challenges for Postal Operators »
Paul Kleindorfer (INSEAD), B. Lemarié (La Poste), C. Levêque (La Poste), A. Roset (La Poste), S. Spinler (WHU) and M. Winkenbach (WHU)
Discussant: Leticia Verute-McKay (Royal Mail)

« Network Externalities and Digital Divide »
Michael Bradley (George Washington University), **Jeff Colvin** (USPS), Mary Perkins (Howard University)
Discussant: Claire Borsenberger *(La Poste)*

« Implications of Declining Mail Volumes on the Financial Sustainability of the Postal Service »
Robert Cohen (George Mason University) and Charlie McBride (George Mason University)
Discussant: Lise Martin *(La Poste)*

« Bivariate Stochastic Cost Frontier Techniques to Estimate Indoor and Outdoor Costs in Postal Delivery Offices »
Catherine Cazals (IDEI), Paul Dudley (Royal Mail) and Jean-Pierre Florens (IDEI)
Discussant: Anne Vanhems (ESC Toulouse)

11:00-11:30 **Coffee Break**

11:30-12:30 **KEYNOTE LECTURE**
CHAIR: **Helmuth Cremer (IDEI)**

« Network Effects, Switching Costs and Competition »
Jacques Crémer (IDEI)

12:30-14:00 **Lunch**

14:00-15:30 **ROUND TABLE**
CHAIR: **Patrick Rey (IDEI)**

Patrick Bolton (IAST), **Kai-Uwe Kuhn** (European Commission), **Jean Tirole** (IDEI).

15:30 **Coffee and end of the conference**