

WORKSHOP ON MEDIA ECONOMICS AND PUBLIC POLICY

OCTOBER 15-16, 2010

Authors in Attendance

Simon P. Anderson (University of Virginia)

Matthew J. Baker (Hunter College)

Dirk Bergemann (Yale University)

Andrea Blasco (University of Bologna)

Alessandro Bonatti (MIT)

Emilio Calvano (Università Bocconi)

Ambarish Chandra (University of British Columbia)

Lesley Chiou (Occidental College)

Chrysanthos Dellarocas (Boston University)

Dries De Smet (K.U. Leuven)

Lapo Filistrucchi (University of Tilburg, University of Florence)

Ignacio Franceschelli (Northwestern University)

Esther Gal-Or (University of Pittsburgh)

Joshua S. Gans (Melbourne Business School)

Matthew Gentzkow (University of Chicago)

Lisa M. George (Hunter College)

Ben Ho (Cornell University)

Murali Mantrala (University of Missouri)

Vera Mironova (New Economic School, Moscow)

Catherine Tyler Mooney (University of Oklahoma)

Felix Oberholzer-Gee (Harvard Business School)

Maria Petrova (New Economic School, Moscow)

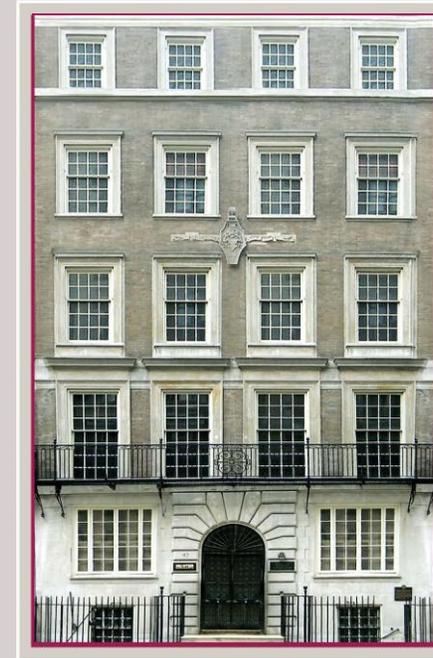
Francesco Sobbrío (IMT Lucca)

Koleman Strumpf (University of Kansas)

Esther Thorson (University of Missouri)

Joel Waldfogel (University of Minnesota)

Tuba Pinar Yildirim (University of Pittsburgh)



ROOSEVELT HOUSE

PUBLIC POLICY INSTITUTE
AT HUNTER COLLEGE

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THE ROOSEVELT HOUSE PUBLIC POLICY INSTITUTE AT HUNTER COLLEGE

Roosevelt House, an integral part of Hunter College since 1943, reopened in 2010 as a public policy institute, honoring the distinguished legacy of Franklin and Eleanor Roosevelt. Its mission is three-fold: to educate students in public policy, to support applied policy research, and to foster creative dialogue. The new institute provides opportunities for students to analyze public policy and experience meaningful civic engagement; for faculty to research, teach, and write constructively about important issues of the day; and for scholarly and public audiences to participate in high-profile lectures, seminars, and conferences.

ORGANIZER: LISA M. GEORGE, HUNTER COLLEGE AND THE GRADUATE CENTER, CUNY
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CONFERENCE WEB SITE: [HTTP://ECON.HUNTER.CUNY.EDU/MEDIA-ECONOMICS-WORKSHOP](http://econ.hunter.cuny.edu/media-economics-workshop)

ROOSEVELT HOUSE PUBLIC POLICY INSTITUTE AT HUNTER COLLEGE

Friday, October 15

8:30-9:00 Coffee & Bagels

9:00 Welcome: Lisa George

9:00-10:30 Online Competition in Markets for News

Athey, Susan; Emilio Calvano & Joshua S. GANS, "Will the Internet Destroy the News Media? or Can Online Advertising Markets Save the Media?" (*Alessandro Bonatti, MIT*)

BERGEMANN, Dirk & Alessandro Bonatti, "Targeting: Implications for Offline vs. Online Media Competition." (*Justin P. Johnson, Cornell University*)

10:30-11:00 Coffee Break

11:00-12:30 The Effects of Advertising on Newspaper Coverage

DE SMET, Dries & Stijn Vanormelingen, "The Advertiser is Mentioned Twice. Media Bias in Belgian Newspapers." (*Tuba Pinar Yildirim, University of Pittsburgh*)

Di Tella, Rafael & Ignacio FRANCESCHELLI, "Government Advertising and Media Coverage of Corruption Scandals." (*Francesco Sobbrino, IMT Lucca*)

12:30-1:30 Lunch

1:30-3:30 Two-Sided Market Estimation in Targeted Media

CHANDRA, Ambarish & Ulrich Kaiser, "Targeted Advertising in Magazine Markets." (*Lapo Filistrucchi, University of Tilburg & University of Florence*)

MOONEY, Catherine Tyler, "Market Power, Audience Segmentation, and Radio Advertising Levels." (*Ambarish Chandra, UBC*)

BAKER, Matthew J. & Lisa M. George, "The News Hour: Measuring the Value of Local Television News." (*Catherine Tyler Mooney, University of Oklahoma*)

3:30-4:00 Coffee Break

4:00-5:30 Movies & Music

Oberholzer-Gee, Felix & Koleman Strumpf, "The Impact of File Sharing on Movies." (*Allan Collard-Wexler, NYU*)

Ferreira, Fernando & Joel WALDFOGEL, "Pop Internationalism: Has a Half Century of World Music Trade Displaced Local Culture?" (*Emilio Calvano, Università Bocconi*)

WORKSHOP ON MEDIA ECONOMICS AND PUBLIC POLICY

Saturday, October 16

8:30-10:30 Understanding News Markets

DELLAROCAS, Chrysanthos; Zsolt Katona & William Rand, "Strategic Hyperlink Formation in Content Networks: Implications for Media and Aggregators." (*Christiaan Hogendorn, Wesleyan*)

CHIOU, Lesley & Catherine Tucker, "News, Copyright, and Online Aggregators." (*Steven S. Wildman, Michigan State University*)

HO, Ben & Peter Liu, "Novelty and Popularity in Markets for News: Theory and Empirics on Innovation and Transfer in the Provision of News." (*Lisa M. George, Hunter College*)

10:30-11:00 Coffee Break

11:00-12:20 Media Bias & Persuasion

GENTZKOW, Matthew & Jesse Shapiro, "Ideological Segregation Online and Offline." (*Joel Waldfogel, University of Minnesota*)

DellaVigna, Stefano; Ruben Enikolopov, Vera Mironova, Maria PETROVA & Ekaterina Zhuravskaya, "Cross-Border Effects of Foreign Media: Serbian Radio and Nationalism in Croatia." (*Fernanda Leite Lopez de Leon, Univ. of East Anglia*)

12:20-1:10 Lunch & Informal Panel: Esther THORSON, "Collaboration Opportunities in Journalism Research."

1:10-1:30 Perspectives from Journalism & Marketing: Murali MANTRALA, "How Effective Marketing Spending Can Save Newspapers."

1:30-2:50 Competition for Advertisers

ANDERSON, Simon P., "Competing for Advertisers in Media Markets." (*Fabrizio Germano, Universitat Pompeu Fabra*)

BLASCO, Andrea; Paolo Pin & Francesco Sobbrino, "Paying Positive to Go Negative: Advertisers' Competition and Media Reports." (*David Flath, Osaka Univ.*)

2:50-3:10 Coffee Break

3:10-4:30 Media & Advertising

FILISTRUCCHI, Lapo; Luigi Luini & Andrea Manganic, "Regulating One Side of the Market: The French Advertising Ban on Prime Time State Television." (*David Waterman, Indiana University, Bloomington*)

GAL-OR, Esther; Tansev Geylani & Pinar Yildirim, "The Impact of Advertising on Media Bias." (*Tanja Greiner, University of Munich*)