

# 2nd Annual BCCP Conference



## Regulatory Challenges in Digital Markets: Algorithms and Platform Competition

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### AGENDA

8:45 – 9:45 a.m. *Registration*

9:45 – 10:00 a.m. **Welcome**  
**Tomaso Duso** DIW Berlin

10:00 – 12:00 p.m. **Policy Roundtable: Consumer and Competition Policy in Platform Markets**  
The emergence of online platforms has decreased transaction costs considerably, increased price transparency and hence enabled consumers to more easily compare and purchase products and services. At the same time, platforms may achieve market power leading to undesirable market outcomes. Is existing consumer protection law appropriate to address concerns arising on online platforms? Are existing regulations sufficient to address the particular policy concerns arising in these markets? How can the peculiarities of digital markets such as network effects be taken into account in competition policy?

#### **Speakers**

**Andrea Coscelli** Acting Chief Executive, UK Competition and Markets Authority

**Christian D’Cunha** Policy Assistant to Giovanni Buttarelli, European Data Protection Supervisor

**Konrad Ost** Vice-President, German Federal Cartel Office

**Moderated by Amelia Fletcher** Professor of Competition Policy, Centre for Competition Policy, University of East Anglia

12:00 – 1:30 p.m. *Lunch break*

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- 1:30 – 3:00 p.m. **Platform Competition: The Sharing Economy**  
The sharing economy relies on online platforms to bring together providers and consumers of goods and services. How do platforms compete in these two-sided markets characterized by direct and indirect network effects? Which pricing strategies do these new online platforms adopt? How does rapid innovation ubiquitous in these markets affect competition between platforms? How do new digital technologies transform business models and the way firms compete? What will be the major future challenges for the sharing economy, regulators, and consumer policy?
- Speakers**  
**Michael Baye** Bert Elwert Professor of Business Economics and Public Policy, Kelley School of Business, Indiana University  
**Arun Sundararajan** Professor of Information, Operations and Management Sciences, Stern School of Business, New York University  
**Moderated by Roland Strausz** Professor of Economics, Humboldt University Berlin
- 3:00 – 3:30 p.m. *Coffee break*
- 3:30 – 3:50 p.m. **BCCP Distinguished Policy Fellow Award**  
**Gerd Billen** State Secretary, Federal Minister of Justice and Consumer Protection  
**Awarded by Gerhard Wagner** Professor of Law, Humboldt University Berlin
- 3:50 – 5:20 p.m. **Algorithms and Consumer Targeting**  
Digital markets are characterized by consumer targeting and customization of products and services. Firms such as Amazon or Google use algorithms to increase their product quality, such as search results or the targeting of advertising. These algorithms rely on past consumer search and browsing behavior to learn and improve results in real-time. This session discusses the extent to which the use of algorithms could harm consumers by behavioral discrimination, where firms track and profile consumers to recover their willingness to pay for particular goods and services, or by sophisticated data-driven price algorithms facilitating collusion. A large controversy in the use of algorithms is the extent they could lead to bias – not only in the things we buy but also in the news and entertainment we receive – in ways which may be against the interests of society. This panel will also discuss what potential sources of bias there may be and the extent to which intervention by consumer protection or competition authorities might be warranted
- Speakers**  
**Maurice Stucke** Professor of Law, University of Tennessee, Knoxville  
**Catherine Tucker** Sloan Distinguished Professor of Management Science and Professor Marketing, MIT Sloan  
**Moderated by Oren Bar-Gill** William J. Friedman and Alicia Townsend Friedman Professor of Law and Economics, Harvard University
- 5:20 p.m. **Concluding Remarks**  
**Hannes Ullrich** DIW Berlin
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## COOPERATING INSTITUTIONS

DIW Berlin – German Institute for Economic Research

ESMT European School of Management and Technology

Free University Berlin

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