



University of Zurich

6th workshop on Media Economics

Friday Oct. 24 and Saturday Oct. 25 2008
University of Zurich, Switzerland

The Institute for Strategy and Business Economics at the University of Zurich will be hosting the 6th workshop on Media Economics on Oct. 24 and 25, 2008.

The conference aims at fostering scientific interaction between economists working on media-related issues.

The Zurich workshop is the extension of a series of meetings held in Aix-en-Provence (2001), Bergen (2003), Toulouse (2004), Hamburg (2005), Washington (2006) and Bologna (2007).

Main (non-exclusive) topics

- Traditional media and the internet
- Media as two-sided markets
- Position auctions
- Horizontal and vertical differentiation
- Quality competition in media industries
- Competition policy and regulation in media industries
- Media bias: determinants, assessment, and impact on the quality of information provided
- Media market structure and political outcomes

Keynote address

Greg Crawford (Chief economist, Federal Communications Commission, USA)

Scientific committee

Simon Anderson (University of Virginia)
Elena Argentesi (University of Bologna)
Lapo Filistrucchi (Tilburg University)
Matt Gentzkow (University of Chicago)
Ulrich Kaiser (University of Zurich)
Jesse Shapiro (University of Chicago)
Joel Waldfogel (University of Pennsylvania)
Helen Weeds (University of Essex)

Local organizing committee

Daniel Halbheer
Ulrich Kaiser
Susan Mendez

Submissions

Submit papers by August 1, 2008 by sending a paper in PDF format to media08@isu.uzh.ch.