



# TILEC workshop on The Law and Economics of Search and Online Advertising

A one-day workshop organized by the Tilburg Law & Economics Center (TILEC)

Thursday, 27 May 2010  
Room TZ8, Tias building, Tilburg University, The Netherlands

The Tilburg Law and Economics Center (TILEC) organizes a one-day workshop on **The Law and Economics of Search and Online Advertising** at Tilburg University, The Netherlands on Thursday 27 May 2010.

The objective of this workshop is to help academics, businesses, judges and policy makers better understand the legal and economic issues emerging from the increasingly fundamental roles played by web search engines and online advertising in the modern economy. Web search engines are tools designed to search for information on the World Wide Web. Online advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Online advertising is the principal means by which search engines are funded, but it covers forms of advertising that are not directly linked to search, such as banner ads, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. This conference will however focus on online advertising as a means to fund search engines, leaving aside other forms of online advertising.

This workshop targets individuals who are not necessarily specialist of search and online advertising, but who are occupying positions in academia, business, government or the judiciary where they may be able to influence the future industries. Leading experts in the relevant fields will present their work to a cross-section of business leaders, academic, policy-makers and judges. The workshop is organized by TILEC, Europe's largest law and economics center, which comprises more than 60 researchers.

Any question can be addressed to the local organizers:  
Leon Pijpers and  
Nicola Heeren, TILEC.

## Information

TILEC Secretariat (room M512a)  
Tilburg University  
PO Box 90153  
5000 LE Tilburg  
Tel.: +31.13.4668789  
E-mail: [tilec@uvt.nl](mailto:tilec@uvt.nl)

# Programme

**8.30-9.00 Registration and Coffee (Tias building, Room TZ8)**

**9.00-10.45 First Panel – Search and Online Advertising: What are the issues and why do we care?**

PC users make abundant use of search engines, such as Google, Bing and others to find relevant information on the web and in the process are confronted with online advertising. Yet, few of us truly understand how search engines and online advertising work, and the various complex issues that emerge from the growing use of such tools. Search engines and online advertising have also triggered profound changes in the way services are provided and the monetization of a variety of assets is made. Against this background, the objective of this first panel is to explain how search and online advertising works, the main issues these tools raised and why we should care.

Speakers: [Prof. Susan Athey](#) - ([Harvard University](#))  
[Prof. Avi Goldfarb](#) - ([University of Toronto](#))

Commentator: [Prof. Eric Van Damme](#) - ([Tilburg University](#))

**10.45-11.00 Coffee break**

**11.00-12.45 Second Panel – The economics of Search and Online Advertising**

The markets for search and online advertising have a number of specific features that set them apart from most markets. These features include network effects, double-sidedness, etc., which must be well understood by all those involved in cases, legislation or transactions involving these markets.

Speakers: [Prof. Marco Iansiti](#) - ([Harvard University](#))  
[Prof. Paul Seabright](#) - ([Toulouse School of Economics](#))

Commentator: Prof. Patrick Van Caysselle - ([KU Leuven](#))

**12.45-14.00 Lunch**

**14.00-15.45 Third Panel – Business models revolving around Search and Online Advertising**

Online advertising has been the means of funding the development and maintenance of search engines as illustrated by Google or Yahoo! and also been used to fund the development of various online content. IT has led to the development of a wide range of other firms each trying to capitalize on the revenues that can be generated through search.

Speakers: [Prof. Ben Edelman](#) - ([Harvard University](#))  
Mr. Alex Payne - ([Microsoft](#))

Commentator: [Prof. Damien Geradin](#) - ([Tilburg University](#))

**15.45-16.00 Coffee break**

**16.00-17.45 Fourth Panel – Legal issues generated by Search and Online Advertising**

Search and online advertising have triggered a number of important issues for regulators, including privacy (in particular, data privacy) issues and competition law issues (including interoperability; predation/bundling; syndication agreements; etc.).

Speakers: [Mr. Thomas Deisenhofer](#) - ([European Commission](#))  
Mr. Kristof van Quathem - ([Covington & Burling](#))

Commentator: Mr. Jean-Yves Art - ([Microsoft](#))

**17.45 Reception**