



## Media Economics Workshop

May 26, 2009

### Session I

- 10:00 **Lapo Fillistrucci** (Tilburg University)  
"Market Definition in Two-Sided Markets: The Case of Newspapers"
- 11:00 **Stijn Vanormelingen** (LICOS – K.U.Leuven, HU Brussel)  
"Prices and Network Effects in Two-Sided Markets: The Belgian Newspaper Industry"
- 11:30 Coffee break
- 11:45 **Jill McCluskey** (Washington State University)  
"Perceived Risk, Information, and Heterogeneous Preferences for New Technology"

### Session II

- 14:30 **Lisa George** (Hunter College, New York)  
"Research Agenda on Media: Outline"  
"The Role of Television in Household Debt: Evidence from the 1950's"
- 15:30 **Dries De Smet** (CES – K.U.Leuven)  
"There is Some Truth in it. A News Market Model"
- 16:00 Coffee break
- 16:30 **Thijs Vandemoortele** (LICOS – K.U.Leuven)  
"Bad News"
- 17:00 **Alessandro Olper** (University of Milano)  
"Mass Media and Public Policy: Global Evidence from Agricultural Policies"

**Date** 26th May, 2009

**Venue** Faculty of Business and Economics  
Naamsestraat 69, 3000 Leuven (Belgium)  
Room HOG 02.28

**Registration** Please register with [Conny Schuurmans](#)  
No registration fee

**Information** Please visit the [LICOS website](#)

*Feel free to circulate this announcement to whoever you think might be interested.*