

# Search & Web Advertising Strategies & Their Effects on Consumers

Wednesday, September 15, 2010

TELECOM ParisTech, 46 rue Barrault, 75013 Paris

Amphithéâtre Emeraude

**Program** (Presenters' names listed in **bold**):

- 8:45 – 9:00 : *Welcome and Introduction*
- 9:00 – 9:45 : Susan Athey (Harvard), **Emilio Calvano** (Bocconi U.) & Joshua Gans (U. of Melbourne)  
“Can Online Advertising Save the News Media?”
- 9:45 – 10:30 : **Alexander White** (Harvard) & Kamal Jain (Microsoft Research)  
“The Attention Economy of Search and Web Advertisement”
- 10:30 – 11:00 : *Coffee Break*
- 11:00 – 11:45 : Ron Berman (U. of California at Berkeley) & **Zsolt Katona** (U. of California at Berkeley)  
“The Role of Search Engine Optimization in Search Rankings”
- 11:45 – 12:30 : **Onno Zoeter** (Xerox Research) & **Chris Dance** (Xerox Research)  
“Learning Optimally from Self-Interested Data Sources in Online Ad Auctions”
- 12:30 – 14:00 : *Lunch (Room E200)*
- 14:00 – 15:15 : *Keynote Lecture*: **Hal Varian** (Chief Economist, Google)  
“Predicting the Present with Search Engine Data”
- 15:15 – 15:30 : *Coffee Break*
- 15:30 – 16:15 : **Gilles Saint-Paul** (Toulouse School of Economics)  
“Economic Growth and the Design of Search Engines”
- 16:15 – 17:00 : Avi Goldfarb (U. of Toronto) & **Catherine Tucker** (MIT)  
“Privacy Regulation and Online Advertising”

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