



**UCL Centre for Law,
Economics & Society**

**Multi-Sided Platforms:
Business, Economics &
Competition Policy**

A five-hour CPD course
Wednesday 29 October 2014

About the course

Multi-sided platforms are businesses that act as intermediaries between several interdependent groups of customers. They are central many industries including payment systems, financial exchanges, advertising-supported media, much of online, and various kinds of marketplaces including shopping malls. Some of the largest IPOs in recent years have involved multisided platforms such as Facebook and, soon, Alibaba. They are also often at the center of debates concerning competition policy and sectoral regulation. Google and Uber are two that are making headlines in the European Union.

This course will cover the unique business models followed by multi-sided businesses; the economics of multi-sided platforms and the industries they anchor; the applications of competition policy to multi-sided platforms; a survey of key competition policy and regulator matters involving these platforms; and tools and techniques for competition policy analysis.

The course will draw extensively on examples of multi-sided platform cases involving online businesses and payments.

The course will include presentations from several executives of platform startups including **Will Page**, Chief Economist at Spotify, and **Alain Falys**, Founder and CEO, of Yoyo.

Elements covered by the course will include:

1. The Business and Economics of Multi-sided Platforms.
2. Market Definition, Market Power, and Merger Analysis for Multi-sided Platforms
3. Abuse of Dominance and Coordinated Practices for Multi-sided Platforms

Who should attend:

The course mainly designed for specialists in competition policy (lawyers, economists, and officials) but should also be informative for anyone who works for, invests in, must interact with multisided platform businesses.

There are no pre-requisites for attending this course.

DAVID S. EVANS

Course Convenor

Date & Time:

Wednesday 29 October 2014

13:00 Registration and light lunch
14:00 Course begins
15.30 break
15:45 Course continues
17.15 break
17.30 Course continues
19:00 Drinks reception
19.45 Course ends

Readings:

The reading list will be made available but will be based on the paper and the articles in the bibliography

Evans, David S. and Schmalensee, Richard, *The Antitrust Analysis of Multi-Sided Platform Businesses* (January 30, 2013). Roger Blair and Daniel Sokol, eds., *Oxford Handbook on International Antitrust Economics*, Oxford University Press, Forthcoming; University of Chicago Institute for Law & Economics Olin Research Paper No. 623.

Available at SSRN: <http://ssrn.com/abstract=2185373>

Accreditation

4.5 CPD hours accreditation with Solicitors Regulation Authority and the Bar Standards Board.

Professor David S. Evans has taught antitrust law and economics at the University of Chicago Law School (2006-present) where he is a Lecturer; University College London Faculty of Laws (2004-present) where he is Executive Director of the Jevons Institute for Competition Law and Economics and Visiting Professor; and Fordham Law School (1985-1995) where he was a Professor. He has BA, MA, and PhD degrees, all in economics, from the University of Chicago.



He has written extensively on industrial organization including more than 150 articles and 8 books. His 2006 book, *Invisible Engines*, co-authored with Andrei Hagiu and Richard Schmalensee, was the Winner of the Business, Management & Accounting category in the 2006 Professional/Scholarly Publishing Annual Awards Competition presented by the Association of American Publishers, Inc. Many of his publications concern antitrust law and economics.

Dr. Evans was one of the early contributors to the economics of multi-sided platforms. His work on that topic includes *Catalyst Code* published by Harvard Business School Press in 2007. His recent published work in multi-sided platforms involves platform governance, online attention markets, ignition strategies, and vertical restraints. He has served as an expert economist in a number of high profile antitrust and regulatory matters in the United States, European Union, and China.

Dr. Evans is the Chairman of Global Economics Group, where he provides expert help on litigation and regulation matters, and Founder of Market Platform Dynamics, where he provides business and strategic advice.

APPLICATION

Application Process

Applications should be made using the form overleaf.

Applications should be accompanied by:

- 1 A short personal statement indicating what you hope to achieve by attending the course.

The course fees are:

£200	Standard Ticket
£180	Standard Group Ticket (3 delegates or more)
£175	UCL Alumni Ticket
£100	Full time academics / Government Employees
£50	Non-UCL Students

The course fee covers all course materials, tuition, as well as refreshments and a light lunch.

Fee payment

Please return your completed application form, together a short personal statement as to what you hope to achieve by attending the course, to:

Lisa Penfold
Events & CPD Manager
UCL Faculty of Laws
Bentham House
Endsleigh Gardens
London WC1H 0EG

Queries should be made to:

Lisa Penfold
Telephone: 020 7679 1514
Email: lisa.penfold@ucl.ac.uk

COURSE LOCATION

The course will be held at the UCL Faculty of Laws' Bloomsbury Campus at
UCL Faculty of Laws
Bentham House
Endsleigh Gardens
London WC1H 0EG

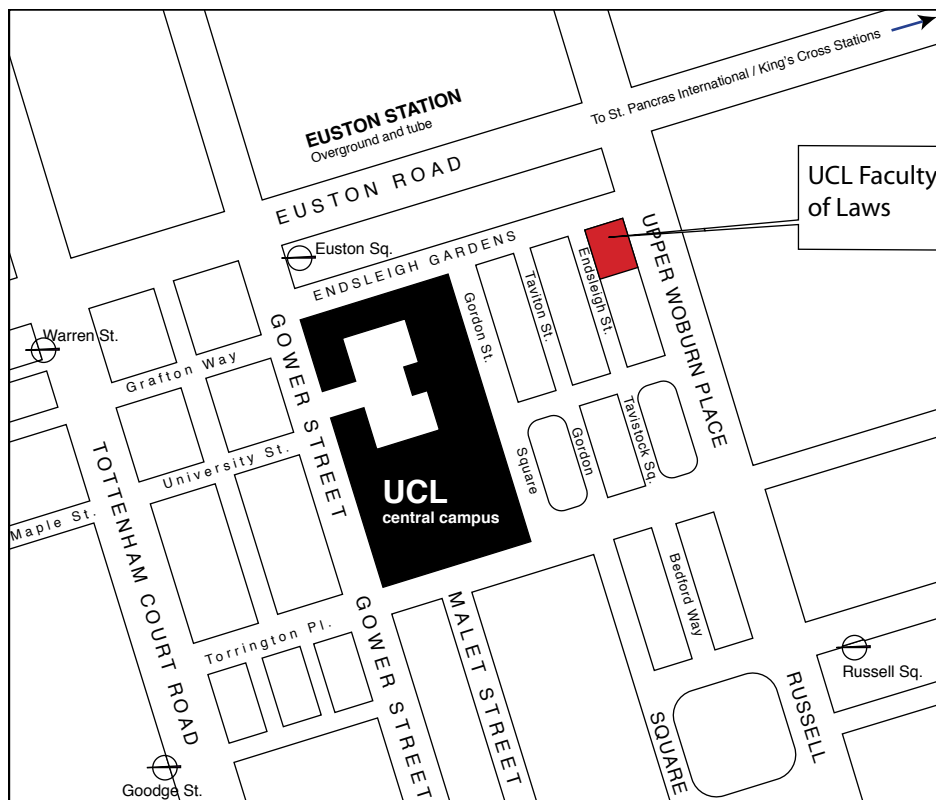
Tube stations within easy walking distance of the Faculty are:

Euston (Victoria / Northern Lines)

Euston Square (Circle / Metropolitan / Hammersmith & City Lines)

Russell Square (Piccadilly Line)

The Faculty is well served by transport links with **Euston, King's Cross**, and **St Pancras International** overground train stations within 5 - 10 minute walk away.



Multi-Sided Platforms: Business, Economics, and Competition Policy

APPLICATION FORM

SURNAME			
FIRST NAME			
TITLE			
DATE OF BIRTH			
NATIONALITY		Do you require a visa? Yes/No (delete as appropriate)	
Business Name			
Your Position			
Business Address			
Telephone		Mobile	
Email Address			
Fee Payment	<input type="checkbox"/> £200 Standard Ticket <input type="checkbox"/> £180 Standard Group Ticket (3 or more from the same firm)		
	<input type="checkbox"/> £175 UCL Alumni Ticket <input type="checkbox"/> £100 Full time academic / government employee		
	<input type="checkbox"/> £50 Non-UCL Student		
	<input type="checkbox"/> Cheque for the fees is attached <input type="checkbox"/> Please invoice me / my firm (complete details below)		
	<input type="checkbox"/> Use my details above for the invoice		
	<input type="checkbox"/> Please use this Name and Address for the invoice		
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Data Protection	<input type="checkbox"/> I agree to UCL processing personal data contained on this form or any other data which UCL may obtain from me or other people or organisations while I am applying for admission. I agree to the processing of such data for any purpose connected with my studies or my health and safety while on UCL premises, or for any other legitimate purpose.
	<input type="checkbox"/> To the best of my knowledge, the information on this application is accurate and complete.
Signature	
Date	

Please return this form to:
Lisa Penfold Events & CPD Manager
UCL Faculty of Laws, Bentham House,
Endsleigh Gardens, London WC1H 0EG

You can also email a scanned copy of this form along with your
personal statement to:
lisa.penfold@ucl.ac.uk

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