UCL Centre for Law, Economics & Society

Multi-Sided Platforms: Business, Economics & Competition Policy

A five-hour CPD course
Wednesday 28 October 2015
Multi-sided platforms are businesses that act as intermediaries between several interdependent groups of customers. They are central many to 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 multi-sided platforms such as Facebook and Alibaba and many of largest startups such as Uber are multi-sided platforms. These businesses are also often at the center of debates concerning competition policy and sectoral regulation including, especially, the current on-line sectoral inquiry in Europe.

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 application of competition policy to multi-sided platforms; a survey of key competition policy and regulatory matters involving these platforms; and tools and techniques for competition policy analysis.

The course will include presentations from several executives of platform startups.

The course will consist of three segments:

1. The Business and Economics of Multi-sided Platforms.
3. Abuse of Dominance and Coordinated Practices for Multi-sided Platforms

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

Who should attend:
The course mainly designed for specialists in competition policy and sectoral regulation (lawyers, economists, and officials) but should also be informative for anyone who works for, invests in, must interact with multi-sided platform businesses.

There are no pre-requisites for attending this course.
**Date & Time:**
Wednesday 28 October 2015

13:00  Registration and light lunch  
13:30  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 following paper and the articles in the bibliography


**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 Process**
Applications should be made either using the form overleaf
OR online with payment by credit or debit card at:
http://multi-sided-platforms-2015.eventbrite.co.uk

**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
The course will be held at the UCL Bloomsbury Campus.

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.

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

### APPLICATION FORM

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| Data Protection | ☐ 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. |
| Signature      | ☐ To the best of my knowledge, the information on this application is accurate and complete. |
| 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 to:
lisa.penfold@ucl.ac.uk