

## Workshop on the Economics of Fixed Book Price (FBP) Systems

NOVEMBER 14 – 15, 2019

CHAIR FOR INDUSTRIAL ORGANIZATION,  
REGULATION AND ANTITRUST – VWL I  
PROF. DR. GEORG GÖTZ

Venue: Margarete-Bieber-Saal  
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For up to date information, see  
<https://www.uni-giessen.de/books/>

Sponsored by: **Börsenverein des  
Deutschen Buchhandels** 

## NOVEMBER 14, 2019 (Thursday)

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- 09:00 – 10:00 Registration & Refreshments
- 10:00 – 10:15 Welcome address**  
**(Verena Dolle, Vice-President for Learning and Teaching, JLU)**
- 10:15 – 10:30 Opening remarks (Christian Sprang, German Publishers & Booksellers Association)**
- 10:30 – 11:00 Georg Götz, Daniel Herold, Jan Schäfer and Phil Klotz (JLU)**  
“The project on the effects of fixed book price systems at JLU: Background, data, objectives and cooperation”
- 11:00 – 12:15 Keynote**  
**Joel Waldfogel (University of Minnesota)**  
“A Digital Renaissance in Books, or Fifty Shades of Dreck?”
- 12:15 – 13:30 Lunch
- 13:30 – 15:00 Session on digital disruption: empirical evidence**  
**(Chair: Christiane Hellmanzik, TU Dortmund University)**
- Paul Crosby (Macquarie University Sydney)**  
“Digital disruption in the Australian book industry: Some empirical evidence”
- Sherry Xiaohua Wu (Indiana University)**  
“Adaptation or Death? Bookstore Chains Meet Online Competition”
- Imke Reimers (Northeastern University)**  
“Digitization, Access to Information, and their Impacts on Traditional Institutions”
- 15:00 – 15:30 Coffee break
- 15:30 – 17:00 Session: Empirical studies on the effects of FBP**  
**(Chair: Samuel de Haas, JLU)**
- Christos Genakos (University of Cambridge)**  
“The Impact of Fixed Book Price Regulation on Prices and Variety”
- Matt Olczak (Aston Business School)**  
“The impact of ending RPM on books: 20 years of evidence from the UK”
- Georg Götz, Daniel Herold, Jan Schäfer and Phil Klotz (JLU)**  
“Stationary Trade and Experience Goods: The Case of Books”
- 17:00 – 17:25 General discussion**
- 17:25 – 17:45 Poster session on data sources and on opening the black box of eReaders**
- 19:00 Dinner with speech by Francis Fishwick (Cranfield University)**

## NOVEMBER 15, 2019 (Friday)

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- 09:00 – 10:30 Session on the effect of vertical restraints (e.g., FBP): theoretical approaches and empirical evidence (Chair: Matthias Hunold, University of Siegen)**  
**Henrik Vetter (Royal Danish Library)** “Allocation under FBP Arrangements”  
**Markus Dertwinkel-Kalt (Frankfurt School) & Mats Köster (DICE)**  
“Salience and Online Sales: The Role of Brand Image Concerns”  
**Fabian Herweg (Bayreuth University)** “Context-Dependent Preferences and Retailing: Vertical Restraints on Internet Sales”
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:15 Session on different policy approaches to support books as a cultural good**  
**(Chair: Svenja Hagenhoff, University Erlangen-Nürnberg)**  
**Øystein Foros & Hans Jarle Kind (Norwegian School of Economics)**  
“Industry-wide laws vs. vertical agreements: The effects of different institutional setups”  
**Tore Slaatta (Oslo Metropolitan University) & Helge Ronning (University of Oslo)** “The Tools of Literary Politics”  
**Christoph Bläsi (Mainz University)** “The interdependence of measurable positive effects of reading literary fiction and an independent book selling infrastructure: what’s the role of an FBP system?”
- 12:15 – 13:30 Lunch
- 13:30 – 14:45 Session on the legal and economic background of FBP-Systems and related vertical restraints: A European perspective**  
**(Chair: Petra Pohlmann, WWU Münster)**  
**Andreas Fuchs (Osnabrück University)**  
“Compatibility of FBP systems with European law”  
**Morten Hviid (University of East Anglia)**  
“Who Should Set Book Prices? Conclusions from recent antitrust cases”  
**Joost Poort (University of Amsterdam)**  
“FBP in the digital age: Copyright, online piracy and new business models”
- 14:45 – 15:15 Coffee break
- 15:15 – 16:45 Policy Panel – The pros and cons of FBP: A world with or without a FBP?**  
**(Chair: Georg Götz, JLU), Achim Wambach (ZEW Mannheim and German Monopolies Commission), Daniel Raff (University of Pennsylvania), David Preston (formerly Chief Executive, Students’ Bookshops Limited), Christian Sprang (Börsenverein), tba. (publisher)**
- 16:45 – 17:00 Closure