

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

NOVEMBER 14 – 15, 2019

Venue: Margarete-Bieber-Saal  
Ludwigstraße 34, 35390 Gießen  
Contact: [workshop.vwl1@wi.jlug.de](mailto:workshop.vwl1@wi.jlug.de)

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



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

Sponsored by: **Börsenverein des  
Deutschen Buchhandels** 

## NOVEMBER 14, 2019 (Thursday)

---

- 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”
- 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)

---

- 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), Enrico Turrin (Federation of European Publishers)**
- 16:45 – 17:00 Closure