

2nd Mad Bar IO

Date: May 21, 2025

Location: CEMFI

10:30-11:00 **Registration and Coffee**

11:00-13:00 **Session 1**

Joan Calzada (UB) "[News Consumption, Multi-homing, and Advertising Strategies](#)," with Ricard Gil (IESE).

Discussant: Rosa Ferrer (UPF).

Carlo Reggiani (European Commission JCR) "[Asymmetric Content Moderation in Search Markets: The Case of Adult Websites](#)" with Leonardo Madio (University of Padua), Matthew Mitchell (University of Toronto) and Martin Quinn (Erasmus University).

Discussant: Iñigo Herguera (UCM).

Sandro Shelegia (UPF) "[Algorithms, Learning, and Pricing](#)," with Heski Bar-Isaac (University of Toronto).

Discussant: Gerard Llobet (CEMFI).

13:00-14:00 **Lunch**

14:00-15:20 **Session 2**

Pablo Ruiz-Verdú (U3CM) "[A Theory of Regulatory Fine Print](#)," with Juan José Ganuza (UPF).

Discussant: David Andrés-Cerezo (UAB).

Massimo Motta (UPF) "[Supply Chain Disruption and Precautionary Industrial Policy](#)," with Michele Polo (Bocconi).

Discussant: Natalia Fabra (UC3M).

15:20-16:00 **Coffee Break**

16:00-17:20 **Session 3**

Michela Bonani (UPF) "[Uniform vs Competing Standards: A Structural Analysis of the U.S. Wireless Telecommunications Industry](#)."

Discussant: María José Moral (UNED).

Clement Leblanc (UC3M) "[Robust Risk-Sharing Contracts](#)," with Laurent Lami (CIRED).

Discussant: Guillermo Caruana (CEMFI).

Organizers: Natalia Fabra (UC3M), Rosa Ferrer (UPF and BSE), Gerard Llobet (CEMFI), Massimo Motta (UPF and BSE), and Sandro Shelegia (UPF and BSE).