Contributors

**Nodir Adilov** is Associate Professor and Chair of the Economics Department at Indiana-Purdue University, Fort Wayne. Adilov’s peer-reviewed work has been published in a variety of journals, including *Economic Inquiry*, *International Journal of Industrial Organization*, *Economics Letters*, and *Information Economics and Policy*, among many others. Adilov’s published output is wide-ranging, covering strategic bargaining, merger analysis, environmental issues, copyrights, monetary policy, and a pioneering economic model of peer-to-peer file sharing. Adilov is currently the co-editor of the *Journal of Media Economics*.

**Peter J. Alexander** is a Senior Economist at the Federal Communications Commission in Washington, DC. His research has been published in a variety of journals, including the *Journal of Economic Behavior and Organization*, *Economics Letters*, *American Sociological Review*, and the *Review of Industrial Organization*. Alexander’s published output covers strategic bargaining, merger analysis, peer-to-peer file sharing, technological change, and the economics of culture-based industries, among other topics.

**Patrick Barwise** is Emeritus Professor of Management and Marketing at London Business School, a visiting fellow at the Reuters Institute, University of Oxford, and Chairman of Which?, the UK’s leading consumer organization. He joined LBS in 1976 after an early career at IBM and has published widely on management, marketing, and media. His interest in the media focuses on audience behaviour, revenue, and related policy implications, mainly in the context of television and new media. His book, *Simply Better: Winning and Keeping Customers by Delivering What Matters Most*, co-authored with Professor Seán Meehan (IMD, Lausanne), won the American Marketing Association’s 2005 Berry-AMA Book Prize and has been translated into seven other languages. Their second book, *Beyond the Familiar: Long-Term Growth through Customer Focus and Innovation*, was published in 2011.

**Benjamin J. Bates** is a Professor in the School of Journalism and Electronic Media, and adjunct professor in the School of Information Sciences, at the University of Tennessee. He received his PhD from the University of Michigan. His research examines how social, political, and...
economic factors influence the evolution and utilization of media and information systems and markets.

**Tom Björkroth** is Senior Research Officer at the Finnish Competition and Consumer Authority. He holds a doctorate degree in Political Science (Economics) from the Åbo Akademi University and a MA degree in EC Competition Law from King’s College, London. His research interests include, but are not constrained to, industrial organization and its application in competition law. He is a member of the board of the National Consumer Research Centre.

**Edward Castronova** is Professor of Telecommunications at Indiana University, Research Professor, Deutsches Institut für Wirtschaftsforschung, Berlin, Fellow at the Center for Governance, UCLA, and Research Fellow, CESifo, University of Munich. He holds a PhD in Economics from the University of Wisconsin-Madison. Professor Castronova specializes in the study of games, technology, and society. Notable works include *Synthetic Worlds: The Business and Culture of Online Games* (Chicago, 2005), *Exodus to the Virtual World* (Palgrave, 2007), *Virtual Economies: Analysis and Design* (with Vili Lehdonvirta, MIT, in press), and *Wildcat Currency: The Virtual Transformation of the Economy* (Yale, in press). He is a member of the editorial boards of *Game Studies*, *Games and Culture*, and *Journal of Virtual and Personal Learning Environments*.

**Brendan Cunningham** is Professor of Economics at the United States Naval Academy. He received an MA and PhD in economics from Columbia University and was previously employed by Hartwick College and the US Federal Trade Commission. He has been editor of the *Journal of Media Economics* and his work has been published in journals including the *Journal of Law and Economics, Information Economics and Policy*, and *Review of Economic Research on Copyright Issues*.

**Anthony Dukes** is an Associate Professor of Marketing in the Marshall School of Business, University of Southern California. He received a PhD in economics from the University of Pittsburgh. His research focuses on the economics of marketing strategies, particularly as it applies to pricing, retail channels, and commercial media and has appeared in the *Journal of Marketing Research, Marketing Science, Management Science*, and other leading academic journals. He currently serves as Associate Editor of *Marketing Science* and *Quantitative Marketing and Economics* and on the editorial review board of the *Journal of Marketing and Marketing Science*.

**Jean J. Gabszewicz** is a Professor Emeritus at the Catholic University of Louvain. He has contributed to various fields of economic theory:
industrial organization, mathematical economics, game theory, international economics and media economics. His recent work also deals with network economics and two-sided markets.

**Nick Geidner** is an Assistant Professor of Journalism in the School of Journalism and Electronic Media at the University of Tennessee. He received his PhD from Ohio State University and his research examines how changes in the journalism industry affect the functioning of American democracy.

**Lisa George** is Associate Professor of Economics at Hunter College, City University of New York. She received her doctoral in applied economics from the Wharton School, University of Pennsylvania and was previously on the faculty of Michigan State University. George is editor of the journal *Information Economics and Policy*.

**Mikko Grönlund** is Research Manager of the BID Business and Innovation Development at the University of Turku. He holds a MSc in Economics from Turku School of Economics and Business Administration. Mr Grönlund has more than 15 years of experience as a researcher and has extensive experience in the field development of creative and media industries and businesses, their structure, operations and markets. He has conducted numerous studies in the field of media and creative industries commissioned by institutions such as the European Commission, Finnish ministries of communication, culture, education and labour, industry federations, and media industry firms. He is also author of several publications in the field of media and creative industries.

**Sung Wook Ji** is Assistant Professor in the Department of Radio, Television, and Digital Media at Southern Illinois University, Carbondale. He holds a PhD from the Department of Telecommunications at Indiana University, Bloomington. His primary research interests center on the interdisciplinary intersections of mass communication, economics, and media policy. He is particularly interested in the social and economic impact of new media technologies on the media industry, and how these technologies are shaping the media industries and society. His research has been published in *Journal of Media Economics, The Information Society, Review of Industrial Organization and Telecommunications Policy*.

**Charlie Karlsson** is Professor of the Economics of Technological Change at Jönköping International Business School; Professor of Industrial Economics and Organization at Blekinge Institute of Technology, Sweden; Research Professor, Institute for Economic Research, Halle (Saale); and Associate Professor (“docent”) in Regional Planning at the

**Hans Jarle Kind** is Professor in Industrial Organization at NHH, the Norwegian School of Economics. Kind received his PhD in 1999. The topic of his thesis was international trade and location of economic activity (economic geography). His research interests include telecommunications and media economics, management science, channel relationships, and competition policy. He is Research Director at SNF, Institute for Research in Economics and Business Administration, and has headed several projects on the economics of two-sided markets. He has published in leading academic journals such as *Management Science, Journal of Public Economics, Marketing Science, and Journal of International Economics*.

**Isaac Knowles** is a doctoral candidate in the Department of Telecommunications at Indiana University Bloomington. He specializes in virtual economics and game behavior using approaches from econometrics, machine learning, and data mining. He received an MSc in economics from Louisiana State University and has been employed in the game industry.

**Sang Yup Lee** is a research associate with the Creative Future Research Laboratory and has a PhD in Media and Information Studies from Michigan State University. His research focuses on economic and social aspects of information and communication technology (ICT) industries. His research primarily examines how an individual forms relationships with others and interacts with them on the Web, and how online relationships and interactions influence an individual psychologically and economically. He is also interested in studying strategic behaviors between ICT firms and how those strategic behaviors influence consumers in the industry.

**Jonathan D. Levy** is the Deputy Chief Economist at the Federal Communications Commission in Washington, DC, and a senior economist in the Commission’s Office of Strategic Planning and Policy.
Analysis. His primary activities are analysis of competition in broadcasting and multichannel video programming distribution markets, and review of proposed changes in government regulation of the mass media. Dr Levy has played a significant role in the Commission’s review of broadcast ownership rules and digital television transition issues. Prior to joining the FCC in 1980, he taught economics at the University of Wisconsin-Milwaukee. He holds a PhD in economics from Yale University. In 1993, Dr Levy was a Fulbright Senior Scholar in the School of Humanities at the University of Technology Sydney.

Agostino Manduchi is an Assistant Professor of Economics at Jönköping International Business School and an affiliated researcher in the Media Management and Transformation Centre. He received a BS in Economics and Banking from the University of Siena, Italy, and a PhD in Economics and Finance from Columbia Business School, New York. His current research interests include the economics of information in general and media economics. He has published in the *Journal of Economic Theory*, the *Journal of Economics* and the *Journal of Media Economics*.

Jarle Møen is Professor of Applied Econometrics at NHH, the Norwegian School of Economics. Møen received his PhD in 2002 and has been Visiting Fellow at Harvard University and guest researcher at the NBER Productivity group. His research interests include innovation, knowledge spillovers, policy evaluation, firm subsidies and business taxation. He is a member of the executive board of the Research Council of Norway and has published in leading academic journals such as *Management Science*, *Journal of the European Economic Association* and *Journal of Labor Economics*.

Robert G. Picard is Director of Research at the Reuters Institute in the Department of Politics and International Relations at the University of Oxford, Hamrin Professor of Media Economics at Jönköping International Business School, research fellow at Green Templeton College (Oxford), and a fellow of the Royal Society of Arts. A specialist in media economics and policy, he is the author and editor of 29 books, including *The Economics and Financing of Media Companies* and *Media Clusters: Spatial Agglomeration and Content Capabilities*. He has been editor of the *Journal of Media Business Studies* and the *Journal of Media Economics*. Picard received his PhD from the University of Missouri, Columbia, and has been a fellow at the Shorenstein Center at the John F. Kennedy School of Government at Harvard University. He has consulted and carried out assignments for governments in North America, Europe,
Africa, and Asia and for international organizations including the European Commission, UNESCO, and the World Intellectual Property Organization. He has been a consultant for leading media companies worldwide.

**Joana Resende** is an Assistant Professor at the University of Porto and an associate researcher at CefUP. She obtained a joint PhD-degree from Université Catholique de Louvain and UP. She is part of the Scientific Committees of the Master in Multimedia, and the PhD in Digital Media at the UP. Her research interests lie in industrial organization and media economics. Her research is mainly focused on network formation games and the dynamics of price competition in network industries. Her recent work also covers topics such as two-sided markets, “freemium” business models and targeted advertising strategies.

**Travis Ross** has a PhD in Telecommunications and Cognitive Science from Indiana University. His research focuses on the forces that shape antisocial and prosocial behavior in online societies and the psychology of motivation. He has worked on a number of projects that used virtual worlds or games to study social behavior and has written extensively about using virtual worlds as laboratories for social science experimentation.

**Philippe Rouchy** is an Assistant Professor in the Department of Industrial Economics at Blekinge Institute of Technology, Sweden. He graduated with a PhD in sociology from both the University of Nice Sophia-Antipolis, France and the University of Manchester, UK. His research interest lies in technological change, the ICT impact on innovation, and regional development.

**Nathalie Sonnac** is Professor of Information and Communication at l’université Panthéon-Assas and Director of l’Institut français de presse. She is the author of *Économie de la presse*, *Culture Web*, *L’Industrie des médias à l’ère numérique*, and *L’Auteur au temps du numérique*. Her research has been published in *Economica*, *Revue d’économie industrielle*, and *Les Cahiers du Journalisme*.

**Ruth Tows**e has been Professor of Economics of Creative Industries at Bournemouth University since 2007, where she is Co-Director for Economics at CIPPM (the Centre for Intellectual Property Policy and Management) and CREATe Fellow in Cultural Economics (University of Glasgow). She specializes in cultural economics and the economics of copyright. She has published widely on both fields in academic journals and books and has also edited several collections of papers and original contributions, including *A Textbook of Cultural Economics* (Cambridge

**David Waterman** is Professor in the Department of Telecommunications at Indiana University. In addition to numerous journal articles and book chapters, he is author of *Hollywood’s Road to Riches* (2005, Harvard University Press) and co-author of *Vertical Integration in Cable Television* (1997; MIT Press, with Andrew Weiss). Professor Waterman has presented his research in testimony before the US Congress, and has served as a consultant to the Federal Communications Commission, the US Department of Justice, and other government agencies. He served as a Principal Editor, and later Coordinating Editor of *Information Economics and Policy*. He is a past Organizing Committee Chair and member of the Board of Directors of TPRC.

**Steven S. Wildman** is the James H. Quello Professor of Telecommunications Studies and former Chief Economist of the US Federal Communications Commission. He was previously director of the Program in Telecommunications Science, Management and Policy at Northwestern University and Assistant Professor of Economics at University of California, Los Angeles. He holds a PhD in economics from Stanford University and a BA in economics from Wabash College. Wildman has been editor of the *Journal of Media Economics* and is an author or editor of *International Trade in Films and Television Programs*, *Electronic Services Networks: A Business and Public Policy Challenge*, *Video Economics*, *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, and *Rethinking Rights and Regulations: Institutional Responses to New Communications Technologies*.

**Yi-Xi Zhu** is a doctoral candidate in Economics at the School of Economics and Management at Southeast University, Nanjing, and was a visiting research scholar at the University of Tennessee during the 2012/2013 academic year. Her research interests focus on the role of policy in promoting competition between Chinese broadcasting, cable (wired multichannel video and broadband), and telecommunication markets.