

American Antitrust Institute
2012 Annual
Invitational Symposium



**STRATEGIC PRICING AND
CHALLENGES FOR ANTITRUST
ENFORCEMENT**

**JUNE 20, 2012
WASHINGTON, DC
NATIONAL PRESS CLUB**

Overview



- Previous AAI symposia
- Today's topic and its relevance
- The speakers
- Our objectives

Past Symposia



- 2012: Strategic Pricing and Challenges for Antitrust Enforcement
- 2011: Antitrust Challenge of Multi-Channel Distribution in the Internet Age
- 2010: Prediction and Antitrust
- 2009: Systems Competition
- 2007: Buyer Power
- 2006: Future of Aftermarkets in Systems Competition
- 2005: Complexity, Networks and the Modernization of Antitrust
- 2004: Combining Horizontal and Vertical Analysis in Antitrust
- 2003: Category Captains and Antitrust

Today's Topic



- **Types of pricing**
 - Dynamic pricing
 - Auctions
 - Drip pricing
 - Bundled discounts
- **Applications**
 - Online search and advertising
 - Internet retailing
 - Hospitality, entertainment, sports, etc.
 - Pharmaceuticals, computer components, etc.
- **Issues**
 - Information – volume, sharing, and control
 - Transparency – complexity and speed of change
 - Markets – definition, market power, efficiencies

The Speakers



- **Morning: Competition and Strategic Pricing - Research and Applications**
 - Kent Monroe (Univ. Illinois-Urbana-Champaign, Univ. Richmond)
 - Susan Athey (Harvard and Microsoft)
 - Jeremy Eglen (Digonex)
 - Hal Varian (UC Berkeley and Google)
- **Luncheon Keynote – Roger Noll (Stanford)**
- **Afternoon: Competition Issues and Challenges – Antitrust Enforcement**
 - Joe Farrell (UC Berkeley)
 - Howard Shelanski (Georgetown)
 - Robert Majure (DOJ)

Objectives



- Understand the underlying economic, marketing, legal, and institutional principles
- Learn more through examples and case studies
- Identify novel issues not encountered in less complex forms of pricing
- Ask if current frameworks are adequate for antitrust analysis
- Pose questions for future research and inquiry