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University of Zurich  
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**Contact Details**

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**Positions**

02/2014 - SENIOR RESEARCH ASSOCIATE (POST-DOC)  
Department of Business Administration  
Chair for Entrepreneurship  
University of Zurich, Switzerland

03/2011 - 01/2014 RESEARCH AND TEACHING ASSISTANT (PHD-STUDENT)  
Institute for Strategy, Technology and Organization  
Munich School of Management  
LMU Munich, Germany

09/2009 - 03/2011 RESEARCH AND TEACHING ASSISTANT (PHD-STUDENT)  
Institute of Economic Policy  
Ulm University, Germany

**Research visits**

07/13, 08/14 VISITING RESEARCHER  
02/15, 01/16 Hunter College at CUNY, New York, USA  
04/16 Professor Lisa M. George

2009, 2010 RESEARCH INTERN AND VISITING RESEARCHER  
ZEW Mannheim, ICT Research Group  
Professor Irene Bertschek

**Education**

03/2011 - 05/2014 DOCTOR OECONOMIAE PUBLICAE  
(equivalent to PhD; summa cum laude)  
LMU Munich, Germany  
Supervisors: Professor Tobias Kretschmer,  
Professor Dietmar Harhoff

03/2011 - 05/2013 MASTER OF BUSINESS RESEARCH  
LMU Munich, Germany

10/2005 - 09/2009 DIPLOM-WIRTSCHAFTSWISSENSCHAFTLER  
(equivalent to MSc; Management and Economics)  
Ulm University, Germany

02/2008 - 05/2008 STUDIES ABROAD  
University of St. Gallen, Switzerland

## Research Interests

Media Economics, Technology, Innovation

## Research

### Refereed Journal Articles

- (1) “Competition for Attention in the Digital Age: The Case of Single Releases in the Recorded Music Industry” (with Johannes Koenen and Christian Essling), 2017, forthcoming in *Information Economics and Policy*.
- (2) “Piracy and Movie Revenues: Evidence from Megaupload” (with Jörg Claussen and Tobias Kretschmer), 2017, *International Journal of Industrial Organization*, 52, 188-215.
- (3) “R&D Outsourcing and Intellectual Property Infringement” (with Philipp Buss), 2015, *Research Policy*, 44(4), 977-989.

### Articles in Edited Volumes

- (4) “External Technology Supply and Client-Side Innovation”, 2012, in: D. Audretsch, E. Lehmann, A. Link, A. Starnecker (Eds.), *Technology Transfer in a Global Economy*, 161-184, Springer, New York.

### Revise and Resubmit

- (5) “Video Killed the Radio Star? Online Music Videos and Recorded Music Sales” (with Tobias Kretschmer), revision submitted to *Management Science*.
- (6) “Catch Me if You Can: Effectiveness and Consequences of Online Copyright Enforcement” (with Luis Aguiar and Jörg Claussen), second revision submitted to *Information Systems Research*.

### Under Review or Work in Progress

- (7) “YouTube Decade: Cultural Convergence in Recorded Music” (with Lisa M. George)
- (8) “Social Networks, Social Communication and the Demand for News” (with Lisa M. George)
- (9) “Digital Disintermediation and the Market for Ideas” (with Imke Reimers)
- (10) “Follow the Money: Piracy and Online Advertising” (with Michail Batikas and Jörg Claussen)

## References

### **Joel Waldfogel**

Frederick R. Kappel Chair in  
Applied Economics  
Carlson School of Management  
University of Minnesota  
Minneapolis, MN 55455  
United States of America  
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### **Ulrich Kaiser**

Chair for Entrepreneurship  
Department of Business Administration  
Universität Zürich  
Affolternstrasse 56  
8050 Zürich  
Switzerland  
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### **Felix Oberholzer-Gee**

Andreas Andresen Professor of  
Business Administration  
Senior Associate Dean, Chair, MBA Program  
Harvard Business School  
Harvard University  
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### **Tobias Kretschmer**

Institute for Strategy, Technology  
and Organization  
Department of Management  
Ludwig-Maximilians-Universität München  
Kaulbachstrasse 45/II  
80539 München  
Germany  
Email: t.kretschmer@lmu.de

## **Media Coverage**

- Piracy and Movie Revenues: Evidence from Megaupload
  - Examples of global coverage:  
Wall Street Journal, Washington Post, Los Angeles Times, MIT Technology Review, Variety
  - Examples of German and Swiss coverage: Süddeutsche Zeitung, NZZ, Bild, n-tv
- Video Killed the Radio Star? Online Music Videos and Digital Music Sales
  - Centrepiece Magazine, ESRC Britain in 2015
- Online Copyright Enforcement, Consumer Behavior, and Market Structure
  - Examples of global coverage:  
Business Insider, Wired, Engadget
  - Examples of German and Swiss coverage: Spiegel, Handelsblatt, NZZ, Bild

## **Grants, Scholarships and Awards**

- 2016 University of Zurich Graduate Campus Grant (CHF 10,000),  
with Juliane Lischka and Paolo Bizzozero
- 2015 Award for Presentation at International Conferences  
(German Economic Association and German National Bank)
- 2014 NET Institute Summer Grant (\$3,000), with Lisa M. George
- 2014 Dissertation Award (LMU Management Alumni)
- 2013 NBER Economics of Digitization and Copyright Initiative  
Research Grant (\$15,000), with Jörg Claussen and Tobias Kretschmer
- 2011 Award for Presentation at International Conferences  
(German Economic Association and Swiss National Bank)
- 2008 Scholarship from German Academic Exchange Service (DAAD)

## **Professional Activities and Services**

- Associate Editor at Information Economics and Policy
- Ad-hoc Reviewer for Academy of Management Annual Meeting, Cambridge University Press, Communications of the ACM, European Journal of Law and Economics, European Management Review, Information Economics and Policy, Journal of Cultural Economics, Research Policy, Technovation, The B.E. Journal of Economic Analysis and Policy
- Member of the Organizing Committee of Media Economics Workshop Zurich (2016), Management and Economics of ICT Conference Munich (2012)

## **Invited and Conference Presentations (including scheduled)**

2017

- Economics of Information and Communication Technologies Conference, Paris France (Mar), Seminar on the Economics of Communications and Media, Florence Italy (Mar), Catolica Lisbon, Lisbon Portugal (Feb), Conference on The Economics of Intellectual Property, Software and the Internet, Toulouse France (Jan), ASSA Annual Meeting, Chicago USA (Jan)

2016

- INFORMS Annual Meeting (Session Organizer), Nashville USA (Nov), German Economic Association (VfS) Annual Conference, Augsburg Germany (Sep), Düsseldorf Institute for Competition Economics, Düsseldorf Germany (Jun), Munich Summer Institute, Munich Germany (Jun), Workshop on the Economics of Network Industries, Paris France (May), 14<sup>th</sup> International Industrial Organization Conference, Philadelphia USA (Apr), Seminar on the Economics of Communications and Media, Florence Italy (Mar)

2015

- Conference on Media Economics, Stellenbosch South Africa (Nov), Telecom ParisTech SES Workshop (Oct), EARIE Annual Conference, Munich Germany (Aug), 13<sup>th</sup> ZEW ICT Conference, Mannheim Germany (Jun), 6<sup>th</sup> Searle Conference on Internet Search and Innovation, Chicago USA (Jun), Swiss Society of Economics and Statistics Annual Congress, Basel Switzerland (Jun), 13<sup>th</sup> International Industrial Organization Conference, Boston USA (Apr), 6<sup>th</sup> Workshop on the Economics of ICT, Evora Portugal (Apr), Seminar on the Economics of Communications and Media, Florence Italy (Mar)

2014

- Applied Micro Workshop, Toulouse School of Economics, Toulouse France (Nov), 12<sup>th</sup> Conference on Media Economics, Naples Italy (Oct), German Economic Association (VfS) Annual Conference, Hamburg Germany (Sep), EARIE Annual Conference, Milan Italy (Aug), NBER Summer Institute (Economics of IT and Digitization), Boston USA (Jul), 12<sup>th</sup> ZEW ICT Conference, Mannheim Germany (Jun), European Commission IPTS, Information Society Unit, Seville Spain (Jun), 5<sup>th</sup> Searle Conference on Internet Search and Innovation, Chicago USA (Jun), 12<sup>th</sup> International Industrial Organization Conference, Chicago USA (Apr), Seminar on the Economics of Communications and Media, Florence Italy (Mar), Workshop on “Digital Media and the Modernisation of Copyright in the EU”, European Commission, Brussels Belgium (Mar)

2013

- IIIrd Management and Economics of ICT Conference, Munich Germany (Oct), Dept. of Innovation and Organizational Economics, Copenhagen Business School Denmark (Sep), German Economic Association (VfS) Annual Conference, Düsseldorf Germany (Sep), University of Zurich, Zurich Switzerland (Jun), Experience the Creative Economy Conference, Toronto Canada (Jun), European Commission IPTS, Information Society Unit, Seville Spain (May), 11<sup>th</sup> International Industrial Organization Conference, Boston USA (May), MaCCi Annual Conference, Mannheim Germany (Feb)

2011

- INFORMS Annual Meeting, Charlotte USA (Nov), Technology Transfer Society Annual Meeting, Augsburg Germany (Sep), Institute for the World Economy, Kiel Germany (Jun), 9<sup>th</sup> ZEW ICT Conference, Mannheim Germany (Jun)

## **Invited and Conference Presentations (continued)**

2010

- INFORMS Annual Meeting, Austin USA (Nov), ICT and Economic Growth Conference, Munich Germany (Nov), Institute for the World Economy, Kiel Germany (Sep), 8<sup>th</sup> ZEW ICT Conference, Mannheim Germany (Jun), EUNIP Conference, Reus Spain (Jun), Conference on Industrial Dynamics, Innovation Policy and Growth, Izmir Turkey (May)

### **Teaching**

University of Zurich

- Economics of Innovation (Master, Lecture, 2014)
- Economics of Innovation (Master, Tutorials, 2015-2016)

University of Basel

- Cultural Economics (Master, Lecture, 2016)

IAE Toulouse

- Selected Issues on the Economics of Innovation (Master, Lecture, 2014-2015)

LMU Munich

- Quantitative Data Analysis (Bachelor, Seminar, 2011-2013)
- Advanced Data Analysis (Master, LMU Munich, 2012-2013)
- New Products: From Ideas to Markets (Master, Tutorials, 2013)
- Management and Economics of Network Industries (Bachelor, Tutorials, 2011)
- Public Affairs (Bachelor, Seminar, 2012)
- Dynamics in Organizational Design (Bachelor, Seminar, 2011)

EM Lyon

- Managerial Economics (Master, Tutorials, 2012-2013)

Ulm University

- Applied Econometrics (Master, Tutorials, 2009-2011)
- Growth and International Economics (Master, Tutorials, 2011)
- International Monetary Economics (Master, Tutorials, 2010)