

Gregory S. Crawford

Business Address

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Home Address

Erbstrasse 12
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Employment

Professor of Applied Microeconomics, Dept. of Economics, University of Zurich, May 2013-present
Professor, Department of Economics, University of Warwick, 2008-13
Associate Professor, Department of Economics, University of Arizona, 2008-09 (on leave)
Chief Economist, U.S. Federal Communications Commission (FCC), 2007-2008
Assistant Professor, Department of Economics, University of Arizona, 2002-2008
Assistant Professor, Department of Economics, Duke University, 1997-2002
Lecturer, Department of Economics, Duke University, 1996-1997

Visiting Professor, European School of Management and Technology, Berlin, Summer 2007
Visiting Professor, Fuqua School of Business, Duke University, 2000-2001

Education

Ph.D. in Economics, Stanford University, Stanford, CA, 1998
B.A., Economics with Honors, University of Pennsylvania, Philadelphia, PA, 1991

Professional Affiliations

Centre for Economic Policy Research (CEPR)

Research Fellow, 2011-current
Co-Director, Industrial Organization Programme, September 2014-December 2020

UBS International Center of Economics in Society, University of Zurich

Affiliated Professor, October 2018-present

Institute for Fiscal Studies (IFS)

International Research Fellow, August 2014-present

Mannheim Centre for Competition and Innovation (MaCCI)

Research Fellow, December 2016-present

Centre for Competitive Advantage in the Global Economy (CAGE)

Research Fellow, April 2011-present

Florence Competition Program in Law and Economics, European

University Institute (EUI), Florence

Scientific Committee, June 2017-present

Association of Competition Economists (ACE)

Steering Committee, January 2016-December 2018

Academic Publications

“Preference estimation with unobserved choice set heterogeneity using sufficient sets,” (with Rachel Griffith and Alessandro Iaria), forthcoming, *Journal of Econometrics*.

“Quality Overprovision in Cable Television Markets,” (with Matthew Shum and Oleksandr Shcherbakov), *American Economic Review*, v109n3 (March 2019), 956-995.

“Asymmetric Information and Imperfect Competition in Lending Markets,” (with Nicola Pavanini and Fabiano Schivardi), *American Economic Review*, v108n7 (July 2018), 1659-1701.

- Summarized for *VoxEU*, 30 April 2015

“The Welfare Effects of Vertical Integration in Multichannel Television Markets,” (with Robin Lee, Michael Whinston, and Ali Yurukoglu), *Econometrica*, v86n3 (May 2018), 891-954.

- Summarized for *Microeconomic Insights*, September 2019

“The Economics of Television and Online Video Markets,” Chapter 7 in Anderson, S., Waldfogel, J., and D. Stromberg, *Handbook of Media Economics*, volume 1A, 2016, Elsevier Press.

“Cable Regulation in the Internet Era,” Chapter 3 in Rose, N., ed, “Economic Regulation and Its Reform: What Have We Learned?”, 2014, University of Chicago Press.

“Accommodating Endogenous Product Choices: A Progress Report,” *International Journal of Industrial Organization*, v30 (2012), 315-320.

“The Welfare Effects of Bundling in Multichannel Television Markets,” (with Ali Yurukoglu), *American Economic Review*, v102n2 (April 2012), 643-685 (lead article).

- Summarized for *Microeconomic Insights*, 11 January 2016; for *VoxEU*, 26 January 2016

“Price Discrimination in Service Industries,” (with A. Lambrecht, K. Seim, N. Vilcassim, A. Cheema, Y. Chen, K. Hosanger, R. Iyengar, O. Koenigsberg, R. Lee, E. Miravete, and O. Sahin), *Marketing Letters*, v23 (2012), 423-438.

“Economics at the FCC: 2007-2008,” (with Evan Kwerel and Jonathan Levy), *Review*

of *Industrial Organization*, v33n3 (November 2008), 187-210.

“The Discriminatory Incentives to Bundle: The Case of Cable Television,” *Quantitative Marketing and Economics*, v6n1 (March 2008), 41-78.

- Winner, 2009 Dick Wittink Prize for the best paper published in the *QME*

“Bidding Asymmetries in Multi-Unit Auctions: Implications of Bid Function Equilibria in the British Spot Market for Electricity, (with Joseph Crespo and Helen Tauchen), *International Journal of Industrial Organization*, v25n6 (December 2007), 1233-1268.

“Bundling, Product Choice, and Efficiency: Should Cable Television Networks Be Offered A La Carte?,” (with Joseph Cullen), *Information Economics and Policy*, v19n3-4 (October 2007), 379-404.

“Monopoly Quality Degradation and Regulation in Cable Television,” (with Matthew Shum), *Journal of Law and Economics*, v50n1 (February 2007), 181-209.

“Uncertainty and Learning in Pharmaceutical Demand,” (with Matthew Shum), *Econometrica*, v73n4 (July 2005), 1137-1174.

“Recent Advances in Structural Econometric Modeling: Dynamics, Product Positioning, and Entry,” (with J.-P. Dube, K. Sudhir, A. Ching, M. Draganska, J. Fox, W. Hartmann, G. Hitsch, B. Viard, M. Villas-Boas, and N. Vilcassim), *Marketing Letters*, v16n2 (July 2005).

“The Impact of the 1992 Cable Act on Household Demand and Welfare,” *RAND Journal of Economics*, v31n3 (Autumn 2000), 422-449.

Academic Articles Under Review

“The Regulation of Public Service Broadcasting: Should there be more advertising on television?,” (with Lachlan Deer, Jeremy Smith, and Paul Sturgeon), working paper, University of Zurich, July 2017, revise and resubmit at *International Journal of Industrial Organization*.

Policy Publications and Related (By Topic)

Google-Fitbit (7-12/2020):

Submission to Australian Competition and Consumer Commission regarding the inadequacy of Google’s proposed undertaking (remedies) to address harms from the Google-Fitbit merger (with Cristina Caffarra and Paul Heidhues), 9 December 2020

“Google-Fitbit Theories of Harm, ” Presentation to the (Dutch) Authority for Consumers and Markets (ACM), 30 September 2020 (slide deck available on request)

Amicus Brief encouraging a Statement of Objection to the proposed Google-Fitbit merger, (with 13 IO economists), submitted to European Commission and Australian Competition and Consumer Commission, 29 September 2020 (lead author)

Amicus Brief encouraging Phase 2 investigation of proposed Google-Fitbit merger, (with 15 European IO economists), submitted to European Commission and Australian Competition and Consumer Commission, 22-23 July 2020 (co-lead author)

“Europe must not rush Google-Fitbit deal” (Op-Ed with 6 other authors), *Politico*, 22 July 2020 (signatory)

The ACCC’s use of bargaining to foster payments from DDPs to news orgs (8-9/2020):

“The ACCCs bargaining code: A path towards decentralised regulation of dominant digital platforms?,” (with Cristina Caffarra), *Vox EU*, 26 August 2020

- A related version published as a *CEPR Policy Insight*, 20 Sep 2020

- A related version published on *ProMarket*, 25 Sep 2020

Innovation losses when DDPs buy potential competitors (5/2020):

“How Tech Rolls’: Potential competition and ‘Reverse’ Killer Acquisitions,” (with Cristina Caffarra and Tommaso Valletti), *Vox EU Blogs & Reviews*, 11 May 2020

Vertical merger policy (2018-2019):

“AT&T/Time Warner and Antitrust Policy Toward Vertical Mergers,” (with Robin S. Lee and Michael D. Whinston and Ali Yurukoglus), *Competition Policy International (CPI) Antitrust Chronicle*, July 2019.

- Ungated PDF available [here](#)

“Kabuki Dances or Rube Goldberg Machines: Vertical Analysis of Media Mergers,” (with Cristina Caffarra and Helen Weeds), *Competition Policy International (CPI) Antitrust Chronicle*, August 2018.

- Ungated PDF available [here](#)

Keynote and Invited Lectures (previous and planned)

“The Case to Investigate in Google-Fitbit (and its implications for academic IO research), ” European Association of Research in Industrial Economics (EARIE) Invited Session, University of Bologna (remotely), 28 August 2020 (slide deck available on request)

“The Problems with (Dominant) Platforms,” 11th Paris Conference on Digital Economics Telecom Paris, Paris, 6 April 2019

“Vertical Integration in Media and Communication Markets,” 2014 Scientific Seminar on the Economics & Policy of Communications and Media Markets, Florence School of Regulation, EUI, (Florence, 3/14)

“Vertical Integration in Media and Communication Markets,” 5th Workshop on the Economics of ICT University of Porto (Porto, Portugal, 3/14)

Policy Panels (By Topic)

Digital Platforms:

“What should IO economists be working on in tech?”, CEPR Applied IO Policy Panel, CEPR Virtual Industrial Organization Seminar (VIOS), (Moderator, Online, 6/20)

“The regulation of the digital economy,” Round Table, 13th Digital Economics Conference, (Panelist, Toulouse, 1/20)

“Drawing Lessons from the Digital Reports,” Plenary Session, Association of Competition Economists (ACE), (Moderator, Copenhagen, 11/19)

“Post-Big Data: Competition & Regulation vs Industry Standards & Solutions”, CRA Roundtable Discussion, (Roundtable participant, London, 5/18)

Horizontal and Vertical Integration in Television Markets:

“Media Mergers: Plurality and Vertical Concerns,” 2018 Jevons Colloquium: Future Perspectives on Media Markets (Panel, Rome, 5/18)

“Vertical Media Deals: EU, US, Bargaining Models and a Kabuki Dance...,” GCR TMT Conference (Joint with Cristina Caffarra, CRA, Panel, London, 5/18)

“Liberty/Ziggo and Liberty/DeVijver: Phase II Cable mergers in the Netherlands and Belgium,” Association of Competition Economists (ACE, Academic Discussant, Bocconi University, (Milan, 11/15)

“Horizontal and Vertical Integration in Media and Communication Markets,” DG Competition (Brussels, 10/14)

“Horizontal and Vertical Mergers in TV Markets: A US and European Perspective,” 2nd E.CA Competition Law and Economics Expert Forum (Berlin, 3/14)

Mergers and Innovation:

“Innovation and Merger Assessment,” GCR Live IP, Antitrust, and Innovation Conference (Brussels, 3/18)

“Mergers and Innovation: An Empirical View,” Association of Competition Economists (ACE) Conference (Madrid, 11/17)

Market Definition:

“Market Definition in the Digital Era: (Theoretical and) Measurement Issues,” E.CA Expert Forum 2017 (Brussels, 5/17)

Media Plurality:

“Media Mergers: Plurality and Vertical Concerns,” 2018 Jevons Colloquium: Future Perspectives on Media Markets (Panel, Rome, 5/18)

Selective Distribution and Vertical Restraints:

“Selective Distribution and 3rd-Party Platforms: A few questions,” CRA Conference on Economic Developments in European Competition Policy (Panel, London, 12/17)

Damages:

“Damages Litigation: Issues and Challenges in Complex Antitrust Cases,” CRESSE 2016 (Panel, Rhodes, 7/16)

Miscellany:

“The (Empirical) Economics of Television Markets,” Workshop on TV, Economics, and Society (WZB, Berlin, 11/14)

“Understanding ‘New Media’ and its lessons for non-media industries,” University of Zurich Dept. of Economics, Advisory Board Meeting (Zürich, 11/13)

“How much is too much? A closer look at choice in the entertainment industry,” The Future of Broadcasting Conference (London, 6/12)

“New Media: Economic Perspectives,” University of Warwick, Window on Research (Coventry, UK, 6/11)

“Doing Good with (Good) Econometrics,” Warwick Economics Summit, University of Warwick, (Coventry, UK, 2/11)

Grants

“Agenda Setting and its Determinants in News Outlets,” Swiss National Science Foundation, 504,688 CHF (~\$510,000), 2021-2024.

“Media Bias in Public Service Broadcasting,” Swiss National Science Foundation, 505,624 CHF (~\$510,000), 2018-2021.

“Endogenous Product Characteristics in Empirical Industrial Organization,” Economic and Social Research Council, £140,000 (~\$220,000), 2010-2012.

“The Empirical Consequences of Advertising Content” (with Jozsef Molnar), Hungarian Competition Commission, 10,000,000 Hungarian Forint (~\$50,000), 2007-2008

External Reports

Authored Commissioned Research Study for the UK Office of Communication (OfCom), “Empirical analysis of BT’s automatically renewable contracts,” (with ESMT Competition Analysis), August 2010. Also Supplementary Report, February 2011.

Authored Commissioned Research Study for the Hungarian Competition Commission, “The Empirical Consequences of Advertising Content in the Hungarian Mobile Phone Market,” (with Jozsef Molnar), March 2008.

Authored Commissioned Research Study for the Federal Communications Commission “Television Station Ownership Structure and the Quantity and Quality of TV Programming,” July 2007.

Teaching and Service

Graduate (MSc) Empirical Methods (1st-year MSc Econometrics), 2017-19
Graduate (2nd-year Ph.D.) Industrial Organization, 1996-2005, 2016-17, 2019
Graduate (MSc) Cross Section and Panel Data Econometrics, 2015
Graduate (PhD) Structural Estimation in Applied Microeconomics, 2014-15
Graduate (MSc/PhD) Industrial Organization, 2009-10
Graduate (MSc/PhD) Empirical Methods, 2011-12
Undergraduate Business Strategy, 2009-2011
Undergraduate Econometrics, 1998-2004, 2009-2013
MBA Strategy, 2006-2007
Graduate (2nd-year Ph.D.) Industrial Organization, 1996-2005
Graduate (1st-year Ph.D.) Econometrics, 1998-1999
Introductory Microeconomics, 1996-1998
The Economics and Statistics of Sports, 1999

Director of Graduate Studies (DGS), 2015-2021 (University of Zurich)
Director of Graduate Studies (DGS) (University of Warwick)
Research Director, 2009-2012 (University of Warwick)
Director of Research Impact, 2012-13 (University of Warwick)
Recruiting Committee, 1997-2002 (Duke), 2003-2004, 2005-2007 (Arizona),
2011-12 (Warwick)

Advising [1st, Current placements (first, most recent)]

Lachlan Deer (Zurich, 2019), [Chicago Booth (Marketing) Post-Doc, Tilburg Marketing]
Alessandro Iaria (Warwick, 2014), [CREST (Paris), Bristol (UK)]
Nicola Pavanini (Warwick, 2013), [Zurich Post-Doc, Tilburg Finance]
Joseph Cullen (Arizona, 2008), [WashU (St. Louis), Amazon.com]
Oleksandr Shcherbakov (Arizona, 2008), [Yale Econ Post-Doc, Bank of Canada]
Kivanc Kirgiz (Duke, 2001), [Cornerstone Research]
Jed Brewer, Tim Davies, Lucas Rosnau, Volodymyr Bilotkac,
Yong Cai, Joseph Crespo, Lan Liang, Peter Rankin, Andrew Biehl, Mark Burkey
Julia Cajal-Grossi

Other Professional Activities

Editing/Refereeing

Associate Editor, *International Journal of Industrial Organization*, October 2005 - present.

Editorial Board, *Information Economics and Policy*, December 2007 - present.

Excellence in Refereeing Award, *American Economic Review*, 2009.

Referee for *Econometrica*, *American Economic Review*, *Review of Economics Studies*,
RAND Journal of Economics, *Review of Economics and Statistics*,
Quantitative Marketing and Economics, *National Science Foundation*,
International Journal of Industrial Organization, *Journal of Industrial Economics*,
Journal of Applied Econometrics, *Information Economics and Policy*,

Academic Presentations (previous 7 years and planned)

- 2021 Presentations: Ofcom-sponsored Special Session, RES Annual Conference (Belfast/online, 4/21)
- 2019 Presentations: Zurich Faculty Lunch (5/19), ACE (Copenhagen, 11/19)
- 2016 Presentations: Winter Marketing-Economics Summit (Denver, 1/16), University of Bern (2/16), ESMT (Berlin, 6/16), Pompeu Fabra (Barcelona, 11,16)
- 2015 Presentations: NYC Media Seminar (2/15), Empirical Models of Differentiated Products (IFS, London, 6/15), Advances in the Economics of Antitrust and Consumer Protection (Paris, 9/15), University of Pennsylvania (Wharton, 9/15), 15th Media Economics Workshop (Cape Town, 11/15), Bocconi (12/15), ECARES (Brussels, 12/15)
- 2014 Presentations: Winter Marketing-Economics Summit (Wengen, Switzerland, 1/14), Industrieökonomischer Ausschuss (Hamburg, 2/14), E.CA Competition Law and Economics Expert Forum (Berlin, 3/14), 5th Workshop on the Economics of ICTs (Keynote, Oporto, 3/14), Economics and Policy of Communications and Media Policy Challenges in Digital Markets (Keynote, EUI, Florence, 3/14), University of St. Gallen (4/14), 7th Workshop on Economics of Advertising and Marketing (Vienna, 6/14), University of Zurich Inaugural Lecture (Zurich, 9/14), Toulouse School of Economics (Toulouse, 9/14), DG Competition (Brussels, 10/14), TV, Economics, and Society (WZB, Berlin, 11/14), LSE (12/14), IO of Media and Advertising (NIE, Manchester, UK, 12/14)

Conference Fundraising and Organization

- CEPR Virtual Industrial Organization Seminar ([VIOS](#)), launched June 2020: co-founder (with Natalia Fabra, Alessandro Iaria, and Guillaume Llobet)
- CEPR Applied IO Workshop: Rome (EIEF, 2020, postponed due to Corona), Madrid (UC3M, 2019), Leuven, Belgium (KU Leuven, 2018), Jerusalem (Hebrew University, 2017), London (IFS, 2016), Zurich (UZH, 2015)
- EARIE 2010-current: Scientific Committee
- Economics of Media Markets 2010: Scientific Committee, Triangle Applied
- Micro Conference 2000: Organizer, Triangle
- Applied Micro Conference 1999: Co-organizer

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