

New Advanced Short Course *CRESSE 2024*

CRESSE introduces Advanced Short Course on Competition Policy 5

on Data and Competition Policy

by Prof. Daniel Ershov (UCL School of Management)

As a means of improving product quality, enhancing scale, segmenting consumers, or potentially restricting future competition, data is at the core of many recent merger cases and acquisitions, especially by “big tech” (Google, Apple, Microsoft, Meta, Amazon). This course will discuss:

- when/ why data may create market power and lead to adverse effects on competition.
- the economics of data driven mergers
- ways in which data plays a role in various theories of harm
- potential concerns about privacy
- Important recent cases, such as Facebook/Instagram, Google/Waze and Google/Fitbit- relevant models
- broader empirical evidence related to the scale and scope of digital mergers and acquisitions
- evidence assessing the effects of data on competition and market outcomes

More info [here](#)

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