



THE UNIVERSITY OF  
MELBOURNE

# Competition Policy for the Matchmaker Economy: Insights from the New Economics of Multisided Platforms

Competition Law and Economics  
Network

Public Event

## The 9th Annual Baxt Lecture with Panel Discussion

### Dr David Evans lecture

Matchmakers operate platforms that enable different types of participants to connect and exchange value. These types of businesses have been around for millennia but have become much more common and important, as a result of technological change. Several of the largest companies in the world, such as Apple, Google, and Facebook, follow this business model as do many of most valuable startups, such as Uber and Airbnb. The new economics of multisided platforms provides important insights into competition policy for these businesses. David Evans is Chairman of the Global Economics Group and one of the world's leading authorities on the economics of multi-sided platforms, including co-author of the widely acclaimed book on the topic, [Matchmakers: The New Economics of Multisided Platforms](#). David's lecture will address the new economics of matchmakers and the implications for how to define markets, analyse competitive effects, and reduce false positive and negative findings for platform-based industries.

### Panel discussion

The timing of this event is significant given the current global debate about the impact of platforms on competition in various markets and in Australia in light of the Australian Competition and Consumer Commission's [Inquiry into Digital Platforms](#). The lecture will be followed by a discussion by a panel dealing with issues raised by the ACCC's inquiry. Panellists include:

- [Associate Professor Sora Park](#), Director, News and Media Research Centre, University of Canberra
- [Lauren Solomon](#), CEO, Consumer Policy Research Centre
- [Dr Katharine Kemp](#), University of New South Wales, The Allens Hub for Technology, Law & Innovation
- [Dr Stephen King](#), Member, Productivity Commission
- [Greg Houston](#), Partner, Houston Kemp.

*The Law School gratefully acknowledges the sponsorship of Gilbert + Tobin and Houston Kemp for this year's event.*



### Event Details

**Date:**  
Tuesday 9 October 2018

**Time:**  
Cocktail reception from 5:45pm  
Formalities commence 6:30pm  
Event concludes by 8:30pm

**Venue:**  
Woodward Conference Centre  
Melbourne Law School  
185 Pelham Street  
Carlton

**Enquiries:**  
[law-clen@unimelb.edu.au](mailto:law-clen@unimelb.edu.au)

**Bookings:**  
Bookings are essential for this free public lecture. Register at <http://go.unimelb.edu.au/fju6>

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