

ERNST VON CAEMMERER – STIFTUNG



ELI
EUROPEAN
LAW
INSTITUTE



FORSCHUNGSSTELLE FÜR
VERBRAUCHERRECHT (FFV)

SAVE THE DATE: 06th – 07th July 2017 Platforms – Business Models and Contracts

Platforms have developed to be the most prominent business model of the digital world. This business model penetrates a variety of different markets. Anyone who plans a trip, can book his or her flights, vacation accommodation *et cetera* via online platforms. Online market places, employment websites and Crowdfunding platforms bring users together and allow for a greater range of offers to consumers. Both price comparison and review websites function – to some extent – alike. The platform's feedback systems become an increasingly important feature of their very own quality assurance.

The Ernst von Caemmerer foundation, the German Hub of the European Law Institute and the Bayreuth Research Center on Consumer Law will jointly shed light on the phenomenon 'platforms' in a comparative and interdisciplinary manner. A comparison of the current state of the European legal discussion on the one side, and the economic perspective on the other shall mark the beginning of the conference. The second part of the conference will focus on dissecting its topic from a comparative legal perspective – with an emphasis on Estonia, France, Italy and the United States of America. A panel discussion on the insights gathered from this comparative part of the conference concerning questions as to regulation shall conclude the very same. The third and last part of the conference will foreground both core issues of platforms and their legal realization; in particular, issues regarding the determination of the content of the contract, as well as the responsibility of platform operators or advertising companies and the legal implications of using a feedback system shall be dealt with.

In illuminating the topic 'platforms' in an interdisciplinary and comparative manner the conference is geared towards both establishing bases for a future legal discussion and towards unveiling overlaps of legal and economic perspectives.

Venue: Conference Center 'Studentenwerk Oberfranken (SWO)', University of Bayreuth

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