EVENT DESCRIPTION

Platforms have developed to be the most prominent business model of the digital world. This business model penetrates a variety of different markets.

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. The conference presentations will be given in English and German.

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 Kingdom. 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.

The event is directed towards scholars and students as well as representatives of businesses and administration.

GENERAL INFORMATION

Venue:

The conference takes place at the conference center of the „Studentenwerk Oberfranken (SWO)" at the University of Bayreuth.
Conference center of the
„Studentenwerk Oberfranken"
University of Bayreuth
Universitätsstraße 30
95447 Bayreuth

Fees:

The participation in the conference is free of charge. The Ernst von Caemmerer foundation is pleased with a donation.
Lunch and dinner are not included. Lunch vouchers are sold at the conference desk. A separate registration for dinner via E-Mail is needed.

Registration:

Registration via E-Mail:
verbraucherrecht@uni-bayreuth.de
After registration we will send an invoice.
Deadline is **June 22, 2017.** Due to limited room capacity an early registration is recommended.

Hotel Reservation:

A contingent of rooms has been reserved in the Hotel Rheingold (Austraße 2, 95445 Bayreuth).
Directly bookable with the keyword „*Plattformen*" until June 16, 2017.

FAO-Bescheinigung (für Deutschland):
Eine Teilnahmebestätigung nach § 15 FAO wird auf Wunsch erteilt (vorbehaltlich der Anerkennung durch die für Sie zuständige Rechtsanwaltskammer).

Platforms
Business Models and Contracts

06th - 07th July 2017
University of Bayreuth

ERNST VON CAEMMERER – STIFTUNG

UNIVERSITÄT BAYREUTH

ELI EUROPEAN LAW INSTITUTE

FFV Forschungsstelle für Verbraucherrecht

Thursday July 6, 2017

09:00 **Welcome Adresses**

I. Interdisciplinary Perspectives

09:15 **Kommunikation und Grünbuch der Europäischen Kommission zu Plattformen**
N.N.

10:00 **Der akademische Entwurf der Richtlinie zu „Online Intermediary Platforms"**
Christoph Busch

10:45 **Coffee Break**

11:15 **Geschäftsmodelle für Plattformen**
Christof Weinhardt
Karlsruher Institut für Technologie (KIT)

12.00 **Grundfragen der Plattformökonomie**
Ben Greiner
Wirtschaftsuniversität Wien

13:00 **Lunch Break**

II. Comparative Law Perspectives

14:30 **Platforms under Italian Law**
Gorgio Resta
Università degli studi Roma Tre

15:15 **Platforms under French Law**
Juliette Sénéchal
Université de Lille

16:00 **Coffee Break**

16:30 **Platforms under the Law of the UK**
Christian Twigg-Flesner
University of Hull

17:15 **Platforms under Estonian Law**
Karin Sein
Tartu Ülikool - University of Tartu

18:15 **Podiumsdiskussion**
Moderation: Uwe Blaurock
Ernst v. Caemmerer Stiftung
ELI German Hub

20:00 **Conference Dinner**

Friday July 7, 2017

III. **Legal Realization**

09:00 **Feedbacksysteme im Anbieter-Nutzer-Verhältnis**
Ruth Janal
Freie Universität Berlin

09:45 **Lauterkeitsrechtliche Fragen bei Feedbacksystemen**
Martin Schirmbacher
Härting

10:30 **Coffee Break**

11:00 **Verantwortlichkeit der Plattformbetreiber**
Felix Maultzsch
Goethe Universität Frankfurt am Main

11:45 **Vertragsstrukturen bei Etablierung von Plattformen**
Tom Billing
Noerr Berlin

12:30 **Concluding Remarks**