

13^{ème} Workshop Doctoral de l'AFREN

Economie du Numérique

Mercredi 12 novembre 2025

Mines Paris - PSL, 60 Boulevard Saint-Michel, 75006 Paris.

Salle Vendôme (rez-de-chaussée).

Organisation

Les présentations pourront être faites en français ou en anglais, au choix de l'intervenant. Les supports (diapositives) seront de préférence rédigés en anglais. Chaque intervenant disposera de 20 minutes de présentation, suivies de 10 minutes de questions-réponses. Exception pour la session *PhD Project Pitches* : 10 minutes de présentation, suivies de 5 minutes de questions-réponses.

Presentations may be delivered in French or English, at the speaker's discretion. Slides should preferably be prepared in English. Each speaker will have 20 minutes for the presentation, followed by a 10-minute Q&A. Exception for the PhD Project Pitches session: 10 minutes for the presentation, followed by a 5-minute Q&A.

Information and contacts

- Marc Bourreau : marc.bourreau@telecom-paris.fr
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- Le site de l'association : <https://afren.fr/>

Programme

- **10:00 - 10:30 Welcome Coffee**
- **10:30 - 11:30 Session 1: Creative Industries**

Maria Rasskazova (University Sorbonne Paris Nord)

Advertiser-friendly production? A longitudinal study of supplied content diversity on YouTube

Arnault Chatelain (CREST, Ecole Polytechnique)

No Bad Buzz? Methods and Evidence from Sexual Misconduct Scandals in the Music (Streaming) Industry

- **11:30 - 12:15 Session 2: PhD Project Pitches**

Si-Hao Li (Telecom Paris)

PhD Project : *Infrastructure Sharing in Network Industries*

Sanaa Wahid (Avignon Université)

PhD Project: *Dynamics of electoral campaigns in a context of digital transformation*

Hugo Arribas (Institut Mines Télécom Business School)

PhD Project: *Valuing Privacy as an Economic Asset. An Empirical Analysis of European Digital Regulation*

- **12:15 - 13:30 Lunch Break (Espace Vendôme)**

- **13:30 - 14:30 Session 3: Digital Distribution and Services**

Saïd Samake (Université de Rennes)

Telco and OTT Services: Substitutes or Complements?

Martin Delville (Telecom Paris)

Shipping Cost vs. Shelves: Who Wins?

- **14:30 - 14:45 Coffee Break**

- **14:45 - 15:45 Session 4 : Spatial Dynamics**

Quentin Durand (Telecom Paris)

Olympiconomics: French consumer expenditure, mobility and crowding out during the 2024 Paris Olympics

Chloé Breton (Telecom Paris)

Spatial Interactions of Consumption, Presence, and Mobility