



Title:

The disruptive market effect of generative AI

Sub-title:

2024 Florence Digitalisation Summer Conference

17-18 June 2024

hybrid conference (Teatro + Zoom)

Scientific organizers:

- Pier Luigi Parcu, EUI
- Marco Botta, EUI
- Antonio Capobianco, OECD

Event Description (for CDS web-site)

LEAD TEXT:

Join academics, practitioners, public officials, and industry representatives for a thought-provoking discussion on the disruptive market effect of generative Artificial Intelligence (AI), and on the challenges ahead for antitrust and sector regulation in this field.

DESCRIPTION:

“Generative AI, also known as generative models, focuses on creating computer systems capable of producing new, unique content. Unlike traditional AI systems, which rely on pre-programmed algorithms or data for decision-making, generative AI aims to mimic the creative abilities of humans by generating novel outputs. Generative AI utilizes advanced algorithms, such as deep learning, to learn patterns and relationships within data. By analyzing large amounts of input data, these models become capable of producing new content that is similar in style or structure to the provided examples.”

The above definition has been ‘generated’ by Chat GPT – i.e. the revolutionary chatbox launched in November 2022 by OpenAI. Generative AI is disrupting the business models of several firms operating both in digital and in non-digital markets. In creative industries, for example, generative AI can support professionals to explore new ideas or even assist in the production of new content. Similarly, AI chatboxes may simplify repetitive intellectual activities, such as replying to emails, preparing invoices or even medical prescriptions. The launch of Chat GPT has caused a competitive race among big techs, eager to upgrade existing virtual assistants, and willing to launch new products in the market to satisfy a growing demand for AI tools.

The advent of generative AI has caused an increased policy debate on the regulatory and antitrust challenges ahead of the generative AI revolution. The 2024 Florence Digitalization Summer Conference aims at contributing to such a debate, by discussing 3 interrelated research questions:

- What is the impact of generative AI on the business models and competitive dynamics in both digital and non-digital markets?
- What are the regulatory challenges ahead of the AI revolution?
- Will generative AI foster anti-competitive practices? If so, how can competition authorities identify and sanction such conducts?

The Conference is jointly organized by the EUI Centre for a Digital Society and by the Secretariat of the Organization for Economic Cooperation and Development (OECD). The 2023 Summer Conference has a hybrid format. Invited speakers will be mostly present at the EUI campus in Florence. The audience will be able to follow the conference via Zoom, free of charge. A limited number of participants in the audience will also be able to attend the event in person, in Florence. The registration fee to join the event in person is 150 €. The fee covers the cost of the refreshments (3 coffee breaks, 2 lunches and 1 dinner). On the other hand, the registration fee does not cover travel and accommodation expenses in Florence. Finally, participants to the online course “Regulating Digital Platforms” will be able to attend the 2023 Summer Conference in person, at the EUI campus.

Commentato [BMI]: hyperlink



META DESCRIPTION: key words

KPI: We have 3 choices to be selected from a fixed menu see below

Outreach activity (aimed at policy makers)

Networking activity (with EUI partner(s))

Interdisciplinary research activity

TAGS: Fixed menu as follows – (If not there, we can ask to add the topic):

5G, Africa, Air, COVID-19, Cities and Multimodality, Climate, **Competition**, Conflict and Post-conflict, Crisis of expert knowledge and authority, Cultural Pluralism, **Data**, Democracy, **Digital Markets**, **Digitalisation**, Disinformation, Economy, Electricity, Energy Union Law, Europe in the World, FSR Global, Financial Stability and Macroprudential policy, Forms and Dynamics of Global Governance, Gas, Gender, Global Citizenship, Global Economics, GlobalStat, Health, Inequality, welfare and social justice, Innovation, Iran, Jihadism, Judicial Cooperation, Libya, MENA, Maritime, Mergers, Migration, Platforms, Politics, Radicalisation, Rail, **Regulation**, Supervision and Resolution, Risk Management,

Monday, 17th June 2024 (Refettorio)

14.00 – 14.15	<p><i>Welcome</i></p> <p>Carmine Di Noia, OECD Secretariat Pier Luigi Parcu, EUI</p>
14.15 – 15.00	<p>Key-note speech: <i>Generative AI & competition policy</i></p> <p>Nuno Cunha Rodrigues, President Portuguese Competition Authority</p> <p>Moderator: Ori Schwartz, OECD Secretariat</p>
15.00 – 16.30	<p>Panel 1: <i>Impact of generative AI on firms' business models and competitive dynamics</i></p> <p>Introduction: Lapo Filistrucchi, EUI/University of Florence t.b.c.</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1) Emilie Feyler, NERA 2) Federico De Michiel, Copenhagen Economics 3) Wolfgang Kopf, Deutsche Telekom t.b.c. 4) Audrey Scozzaro Ferrazzini, Qualcomm
16.30 – 17.00	<p>Coffee break</p>



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16.45 – 18.15	<p>Panel 2: Generative AI and the risk of copyright violations</p> <p>Introduction: Roberta Carlini, EUI</p> <p>Panelists:</p> <ol style="list-style-type: none">1) Elodie Vandenhende, French <i>Autorité de la Concurrence</i> t.b.c2) Anya Schriffin, Columbia University t.b.c.3) Giuseppe Mazziotti, Católica University4) Maria-Jose Schmidt-Kessen, Central European University5) Angela Zhang, University of Hong Kong
20.00 - 22.00	Dinner in Florence

Tuesday 18th June 2024 (Refettorio)

9.00 – 10.30	<p>Panel 3: <i>Generative AI: cooperation agreements and firms' acquisitions</i></p> <p>Introduction: Giacomo Calzolari, EUI t.b.c.</p> <p>Panelists:</p> <ol style="list-style-type: none">1) Sabine Ziegelski, German <i>Bundeskartellamt</i>2) Michal Gal, University of Haifa3) Representative Compass Lexecon t.b.d.4) Björn Herbers, CMS
10.30 – 11.00	<i>Coffee break</i>

11.00 – 12.30	<p>Panel 4: <i>Big tech preferential access to data to train generative AI</i></p> <p>Introduction: Pier Luigi Parcu, EUI</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1) Richard May, OECD Secretariat 2) Giovanna Massarotto, University of Pennsylvania 3) Mario Siragusa, Cleary & Gottlieb 4) Marco Pancini, Meta t.b.c.
12.30 – 14.00	Lunch
14.00 – 15.30	<p>Panel 5: <i>Generative AI and sector-regulation of digital platforms</i></p> <p>Moderator: Marco Botta, EUI</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1) Representative DG Competition – European Commission t.b.c. 2) Anu Bradford, Columbia University 3) Gregor Langus, Cornerstone 4) Representative of Google t.b.d.
15.30 – 16.00	Coffee break
16.00 – 17.30	<p>Panel 6: <i>Impact of AI on the work of competition authorities</i></p> <p>Moderator: Antonio Capobianco, OECD</p> <p>Panelists:</p> <ol style="list-style-type: none"> 1) Thibault Schrepel, Amsterdam University t.b.c. 2) Susan Athey, Chief Economist, Antitrust Division - US Department of Justice 3) András Tóth, Chairman Hungarian Competition Council. 4) Hein Hobelen, Bird&Bird t.b.c.

17.30 – 17.45	<p><i>Final remarks</i></p> <p>Pier Luigi Parcu, OECD Ori Schwartz, OECD Secretariat</p>
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