

MARITA FREIMANE

University of Zurich, Department of Business Administration
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RESEARCH INTERESTS

Applied Micro & Empirical IO, with focus on Digital & Media Markets.

CURRENT POSITION

University of Zurich, Switzerland *August 2022 - Ongoing*
Researcher at the Professorship for Management and Economics of Digital Transformation (Luis Aguiar)

EDUCATION

KU Leuven, Belgium *April 2019 - Ongoing*

PhD in Business Economics

Advisor: Mattia Nardotto

Stockholm School of Economics, Sweden *August 2015 - January 2018*

MSc in Economics

University of St.Gallen, Switzerland *February 2017 - June 2017*

Exchange Studies

Stockholm University, Sweden *August 2012 - July 2015*

BSc in Business Administration and Economics

RESEARCH VISITS

Columbia University, New York *September 2023 - February 2024*

Columbia Business School Economics Division, hosted by Andrea Prat

ZEW Mannheim, Germany *August 2020 - August 2022*

Department for Economics of Innovation and Industrial Dynamics

RESEARCH

Substituting Away? The Effect of Platform Bargaining Regulation on Content Display
(Working Paper)

As digital platforms become increasingly prominent in the economy, governments are seeking effective methods to regulate them. Due to information asymmetry between platforms and regulators, implementing a top-down approach to regulation, such as imposing a transaction price, is difficult. This paper presents evidence on the effects of an alternative bottom-up bargaining-based approach to regulation by evaluating the Australian Mandatory News Media Bargaining Code. The Bargaining Code requires platforms to bargain with domestic news providers and compensate them for displaying their content. Using a difference-in-differences approach and detailed data on Google News, this study demonstrates that the code significantly affects the news composition on the platform. In particular, larger foreign publishers increase their share of the content displayed, while their larger domestic counterparts experience a decrease in their share.

Platform Design, Harassment, and Productivity (Work in Progress)

PRESENTATIONS

2023

**Scheduled*

CEPR meeting of RPNs on Media Plurality and on Competition Policy, Online (Invited); Joint Digital Economics Seminar (jDES), Online (Invited); Political Economy Colloquium at Columbia University, New York; MaCCI Law & Economics Conference on Media Funding, Mannheim, Germany (Invited); IO Colloquium at Columbia University, New York

2022

Department of Business, University of Zurich, Zurich, Switzerland; Institut Mines Telecom, Business School, Paris, France; Young Economists Seminar on Digital Economics at Telecom Paris, France; Jornadas de Economía Industrial (JEI), Gran Canaria, Spain; EARIE, Vienna, Austria; MaCCI Summer School on Platform Economics, Annweiler, Germany; CRESSE Conference, Crete, Greece; XI IBEO Workshop, Sardinia, Italy; DRUID, Copenhagen, Denmark; Munich Summer Institute, Munich, Germany; Munich Summer Institute PhD Workshop, Munich, Germany; Augustin Cournot Doctoral Days, Strasbourg, France; MSI KU Leuven internal seminar series, Leuven, Belgium; ZEW IOEK Brown Bag Seminar, Mannheim, Germany

GRANTS

Economic Security Project, Anti-Monopoly Grant

September 2021

USD 20 000

- Working paper: Substituting Away? The Effect of Platform Bargaining Regulation on Content Display

TEACHING EXPERIENCE

University of Zurich, Switzerland

February 2023 - Ongoing

Teaching Assistant, Organizational Economics, MSc-level

KU Leuven, Belgium

February 2021 - June 2022

Teaching Assistant, Advanced Applied Econometrics, MSc-level

KU Leuven, Belgium

September 2019 - August 2022

Theses Coach, MSc Theses in Business Economics, 8 students/year

NON-ACADEMIC EMPLOYMENT

McKinsey & Company, Belgium

January 2018 - March 2019

Consultant

- As part of the McKinsey Regulatory Center, I advised clients on regulatory and antitrust topics. Clients included companies in highly regulated industries such as telecommunications, energy and banking, as well as public sector bodies.

Copenhagen Economics, Sweden

May 2016 - February 2017

Researcher

SKILLS

Programming: Stata, R, Python, MATLAB, \LaTeX

Languages: English (fluent), Swedish (fluent), Latvian (native), German (basic), Russian (basic)