

## International Telecommunications Society Webinar

Big Digital Tech and the International Application of Competition Law

**Registration:** <https://www.eventbrite.com/e/big-digital-tech-and-the-international-application-of-competition-law-registration-393037655207>

**Sponsors:** Academic Host – School of Business, Southern Illinois University Edwardsville  
Corporate Host – TELUS Communications

**Length:** 60 minutes

**Date:** October 20, 2022, 10:00 – 11:00 AM ET

**Structure:** 30-40-minute presentation followed by Q&A

**Summary:** The ‘Big’ in ‘Big Tech’ signifies the scale of involvement technology companies have in our lives. Their impact ranges from revolutionizing communication to creating an independent digital economy and now to the extent of even tracking our heartbeats. Some of these companies, which may have started in garages and dorm rooms, are today valued in trillions of dollars. This unprecedented progress happened in a relatively short time. One might say these tech companies got too big, too fast.

This has drawn the attention of governments, media, and the public, leading to a substantial rise in global antitrust activity.

In this seminar Robert G. Picard, a renowned scholar regarded as the “Father of Media Economics,” will familiarize us with the realities of the world of “Big Tech,” the reasons behind the increasing antitrust activity, and the geographic variations of competition law. He will explain the changing approaches of governments to competition law, providing a lens to view the future of technology and its impact on our lives.

**Speaker:** Robert G. Picard commands intellectual authority in the field of media economics and is currently a professor emeritus and a senior research fellow at the Reuters Institute for the Study of Journalism, University of Oxford. He is also associated with several leading universities such as Yale, Harvard, the University of Amsterdam, Shanghai University, and others. Having authored and edited more than 32 books on the intersections of media enterprises, economics, and policy, Professor Picard is known as a thought leader in this domain. One of his notable contributions to this field is the co-development of an economic assessment methodology currently used by the World Intellectual Property Organization (WIPO).

He is the founder and a former chair of the World Media Economics and Management Conference, a global symposium of scholars and professionals that has been meeting for over two decades. Not only has he been widely awarded for his work, but also his important contributions to this field over many years have led the Association for Education in Journalism and Mass Communication (AEJMC) to name an annual award after him.