



***The Mallen Conference on the Economics of Filmed  
(and other) Entertainment.***



## **Preliminary Program- Mallen Conference 2026- on zoom**

Host- Sy Syms School of Business, Yeshiva University

2026 Conference Organizer S. Abraham Ravid

**Steering Committee:** Allegre Hadida, Thorsten Hennig -Thurau, S. Abraham Ravid and Olav Sorenson.

Each presenter will have a 25-minute slot. Presenters can choose to present uninterrupted for as long as they like, up to 20 minutes, leaving at least 5 minutes for comments. Presenters can also opt for an open seminar format where questions may be asked at any time, and the presentation lasts for the entire 25 minutes.

### **Sunday October 11**

11 -1115 Welcome and introductions

1115-1140 **Eli Noam** Columbia University *The next generation of video content and economics*

11-40- 1205 **Thorsten Hennig Thurau** (Munster) and **Ann Kristin Kupfer** (KIT) *Does Netflix dry up our watercooler conversations? Social consequences of nonlinear media consumption*

1205-1230 **Jeff Korchek** (Executive VP Sony Pictures)

1230-1250 Break

1250- 115 **Sridhar Moorthy** University of Toronto *On the dynamics of ad spending for movies: signaling quality or providing information?*

115-140 - **Scott Jones, University of Birmingham** with Finola Kerrigan, Birmingham and Paul Hewer University of Strathclyde *In Times of Crisis: Immersion into the Therapeutic Space of a Narrative Story World*

155-220 **Daniel Lombroso** Founder Outerboro Films

220-230 Break

230- 255 **Gigi Johnson** (Rethink Lab former UCLA) *AI and rapidly changing entertainment structures*

255-320 **Alan Paul**, UCLA, *The Effects of Place and Scale on MPTV Property Rights*

## Monday October 12

11-1115 Welcome- **Elad Granot**, Dean, Sy Syms School of Business.

1115-1140 **Archishman Chakraborty** and **S. Abraham (Avri) Ravid** Syms School of Business, Yeshiva University *Reviewing Critical Reviews- the Theory*.

1140-1205- **Sumeet Malik**, University of Amsterdam *Lineage Outsiders and the Returns to atypicality in Bollywood*

1205-1230 **Nico Schauerte**, Vrije Universiteit Amsterdam *From Scarce to Scale- Temporary Content Exclusivity on Digital Platforms*

1230-1250-break

1250-115 **Tom Sheppard**, (Senior VP, Lionsgate)

115-140 **Kaito Iguchi** Keio University Japan *In Theater Movie Demand in the Streaming Age*

140-150 Break

150-215 **Jessica Rodriguez**, SVA/Lehman College *The Gaze Economy of (M)others in US Films*.

215- 245 **Michel Clement** University of Hamburg Presentation + Mallen 2027 *Do Shorter Home Video Release Windows Cannibalize Movie Theater Attendance? An Empirical Analysis of Consumer Expectations, Preferences, and Behavior*.