

STEVEN S. WILDMAN
Curriculum Vitae

CONTACT INFORMATION

Michigan State University
Department of Telecommunication, Information Studies and Media
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EDUCATION

Ph.D., STANFORD UNIVERSITY, Economics, 1980.
M.A., STANFORD UNIVERSITY, Economics, 1977.
B.A., WABASH COLLEGE, Economics, 1971.

PRESENT POSITIONS

MICHIGAN STATE UNIVERSITY, Department of Telecommunication, Information Studies, and Media, .James H. Quello Professor of Telecommunication Studies.
MICHIGAN STATE UNIVERSITY, Quello Center for Telecommunication Management & Law.
Co-Director

ACADEMIC AND PROFESSIONAL EXPERIENCE

Northwestern University, Department of Communication Studies, 1988-1999.
Associate Professor

Northwestern University, Program in Telecommunications Science, Management & Policy, 1990-1999. Director

ECONOMISTS INCORPORATED, 1983 - 1988.
Senior Economist

UNIVERSITY OF CALIFORNIA, Los Angeles, Department of Economics, 1979 - 1983.
Assistant Professor

RAND CORPORATION, 1981 - 1983.
Consultant

FELLOWSHIPS AND AWARDS

Journal of Media Economics Award of Honor for Scholarly Contributions and Inspiration to the Field of Media Economics, 2010

International Telecommunications Education and Research Association Distinguished Research Award, 2010

Van Zelst Research Professor of Communication, Northwestern University, 1996-1997

McGannon Award for Social and Ethical Relevance in Communication Policy Research for 1992.

Ameritech Research Fellow, Northwestern University, 1990 - 1991.

Ameritech Research Professorship, Northwestern University, 1989 - 1990.

National Science Foundation Fellowship, 1974 - 1977

PUBLICATIONS

Books

International Trade in Films and Television Programs, with Stephen E. Siwek, Ballinger, 1988.¹

Video Economics, with Bruce M. Owen, Harvard University Press, 1992.²

Electronic Services Networks: A Business and Public Policy Challenge, co-edited with Margaret E. Guerin-Calvert, Praeger Publishers, 1991.²

Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation, co-edited with Barbara A. Cherry and Alan H. Hammond, IV, Lawrence Erlbaum, Publishers, 1999.²

Broadband: Bringing Home the Bits, member of NRC committee authoring report, National Research Council, 2002.

Rethinking Rights and Regulations: Institutional Responses to New Communications Technologies, co-edited with Lorrie F. Cranor, MIT Press, 2003.

Edited Journal Special Issues

SPECIAL ISSUE ON TELECOMMUNICATIONS POLICY, *Industrial and Corporate Change*, vol. 4, 1995. Co-edited with David J. Teece.¹

SPECIAL ISSUE ON MEDIA AND MULTIMEDIA, *Information Economics and Policy*, vol. 10, no. 2. 1998.

SPECIAL SECTION ON THE ECONOMIC DIMENSIONS OF ADVERTISING MEDIA AUDIENCES, *The Journal of Advertising*, vol. 35, no. 2, 2006, Senior editor with Hairong Lee and Philip M. Napoli.

¹ Senior author.

² Equal joint author.

ECONOMIC DYNAMICS OF MEDIA INDUSTRIES IN ASIA—FROM OLD TO NEW MEDIA, vol. 18(2), 2008. Co-edited with W. Wayne Fu.

Journal Articles

“P2P, CDNs, and Hybrid Networks: The Economics of Internet Video Distribution,” with Imsook Ha and Johannes M. Bauer, *International Telecommunications Policy Review*, vol. 17(4) (2010), 1-22.

“The Economics of Delivering Digital Content Over Mobile Networks,” with Ravi S. Sharma, *Journal of Media Business Studies*, vol 6(2) (2008), 1-24.

“Interactive Channels and the Challenge of Content Budgeting,” *International Journal of Media Management*, vol. 10(3) (2008), 91-101.

“Communication and Economics: Two Imperial Disciplines and Too Little Collaboration,” *Journal of Communication*, vol. 58(4) (2008), 693-706.

“Economic Research on Asian Media Markets and Industries: A Critical Reflection,” with W. W. Fu, *Asian Journal of Communication*, vol. 18(2), 92-101.

“Editorial,” with W. W. Fu, *Asian Journal of Communication*, vol. 18(2), 89-91. (Editors’ note introducing the special of AJC.)

“Looking Backwards and Looking Forwards in Contemplating the Next Rewrite of the Communications Act,” with J. M. Bauer, *Federal Communications Law Journal*, vol. 58(3) (2006), 415-438.²

“Introduction to the Special Section,” with H. Li and P. M. Napoli, *The Journal of Advertising*, vol. 35, no. 2, 2006, 99.²

“A Deeper Look at the Economics of Advertiser Support for Television: The Implications of Consumption-Differentiated Viewers and Ad Addressability,” with E. Kim, *Journal of Media Economics*, Vol. 19(1) (2006), 55-79.²

“Modeling the Efficiency Properties of Spectrum Governance Regimes,” with J. M. Bauer and C. Y. Ting, *INFO*, Vol 8(2) (2006), 83-96..¹

“Comparing welfare for spectrum property and spectrum commons governance regimes,” with C. Y. Ting and J. M. Bauer, Vol. 29 (2005), *Telecommunications Policy*, 29, 711-730.³

“An Integrated Framework for Assessing Broadband Policy Options,” with J. M. Bauer and J. Kim, *Michigan State Law Review*, Vol. 2005, No. 1 (Spring 2005)²

“Modeling the Ad Revenue Potential of Media Audiences: An Underdeveloped Side of Media Economics,” *Journal of Media Economics and Culture*, Vol.1, No. 2 (Spring 2003), pp 7-37. Reprinted with slight modifications in G. Doyle, ed., *The Economics of the Mass Media*, Cheltenham, UK: Edward Elgar Publishing Limited, pp. 494-512.

³ Second author

“The State of Telecom: Realities, Regulation, Restructuring,” with J. M. Bauer, and P. Vesperini, *Michigan State University-DCL Law Review*, Vol. 2003. No. 3. (Fall 2003)²

“Rethinking Access: Introduction to the Symposium Theme and Framework,” with Johannes M. Bauer, *Law Review of the Michigan State University Detroit College of Law*, vol. 2002, No. 3 (Fall 2002).²

“Preventing Flawed Communication Policies by Addressing Constitutional Principles,” with Barbara A. Cherry, *Law Review of the Michigan State University Detroit College of Law*, vol. 2000, No. 1 (Spring 2000).²

“An Institutional Perspective on Regulatory Regimes and Investment Decisions by Telecommunications Providers,” with Barbara A. Cherry, *Telecommunications and Broadcasting Networks under EC Law: The Protection Afforded to Consumers and Undertakings in the Information Society*, Series of Publications by the Academy of European Law Trier, Vol. 27 (2000).²

“Institutional Endowment as Foundation for Regulatory Performance and Regime Transitions: The Role of the US Constitution in Telecommunications Regulation in the United States,” with Barbara A. Cherry, *Telecommunications Policy*, vol. 23, no. 9 (1999).²

“Economic Theories of Tying and Foreclosure Applied—and Not Applied—in *Microsoft*,” with Debra J. Aron, *Antitrust*, vol. 14, no. 1 (1999), pp. 48-52.²

“Media and Multimedia: The Challenge for Policy and Economic Analysis,” in *Information Economics and Policy*, Vol. No. 1 (1998).

“Interconnection Pricing, Stranded Costs, and the Optimal Regulatory Contract”, in *Industrial and Corporate Change*, vol. 6, no 4 (1997).

“Introduction: Policy and Strategy for Rapidly Changing Telecommunications Markets,” with David Teece, *Industrial and Corporate Change*, vol. 5, no. 4 (1996).¹

“The Pricing of Customer Access in Telecommunications,” with Debra J. Aron, *Industrial and Corporate Change*, vol. 5, no. 4 (1996).²

"Network Programming and Off-Network Syndication Profits: Strategic Links and Implications for Television Policy," with Karla Robinson, *Journal of Media Economics*, Vol. 8, No. 2 (1995).¹

"Trade Liberalization and Policy for Media Industries," *Canadian Journal of Communication*, Vol. 20 (1995).

"Network Competition and the Provision of Universal Service," with John C. Panzar, *Industrial and Corporate Change*, Vol. 4, No. 4 (1995): 711-719.²

"Funding the Public Telecommunications Infrastructure," with Bruce Egan, *Telematics and Informatics*, Fall 1994.²

"Toward a New Analytical Framework for Media Policy: Reconciling Economic and Non-Economic Perspectives," with R. Entman, *Journal of Communication*, Winter 1992.² Reprinted in part in *Taking Sides: Clashing Views on Controversial Issues in Mass Media and Society*, A. Alexander and J. Hanson (eds.), The Duskin Publishing Group, Inc., 1993.

"Selecting Advanced Television Standards for the United States: Implications for Trade in Programs and Motion Pictures," *Journal of Broadcasting and Electronic Media*, Spring 1991.

"The Privatization of European Television: Effects on International Markets for Programs," with S. E. Siwek, *Columbia Journal of World Business*, December 1987.¹

"A Note on Measuring Surplus Attributable to Differentiated Products," *Journal of Industrial Economics*, September 1984.

"Economic Consequences of the Informational Characteristics of Mass Media," *The American Economist*, Spring 1981.

Book Chapters

"Explaining Prices Paid for Television Ad Time: The Purchasing Profile Model," with Hairong Li and W. Wayne Fu, in P.Y. Badillo and J.B. Lesourd (Eds.), *The Media Industries and their Markets: Quantitative Analyses*, Palgrave Macmillan, 2010, 171-194.

"Cost and Capability Drivers of Differences between Old and New Media", with C. Ting, in A. Albarran, P. Faustino, and R. Santos, *The Media as a Driver of the Information Society: Economics, Management, Policies and Technologies*, Lisbon: MediaXXI/Formalpress - Publicações e Marketing Lda, and Universidade Católica Editora, Unipessoal, Lda, 2009, pp. 37-51.¹

"Strategies to Exploit the Advantages of New Targeting Technologies: Realizing the Ad Revenue Potential of Media Audiences," in C. Dal Zotto and H. van Kranenburg, eds., *Management and Innovation in the Media Industry*, Edward Elgar Publishers, 2008, 131-150.

"New Value Chain," in C. Scholz and E. Eisenbeis, eds., *Looking to the Future of Modern Media Management*, Lisbon, Portugal: Formalpress, 2008, 95-101.

"Indexing Diversity," in P. Napoli, ed., *Media Diversity and Localism: Meaning and Metrics*, Lawrence Erlbaum Associates, Publishers, 2007, 239-279.

Contributing author, *Telecom Antitrust Handbook*, American Bar Association, 2005. (Note: While the written contribution was about chapter length, contributing authors are listed but not identified with specific text in this publication.)

"Paradigms and Analytical Frameworks in Modern Economics and Media Economics," in A. Albarran, S. Chan-Olmsted & M. Wirth, *Handbook of Media Management and Economics*, Lawrence Erlbaum Associates, Publishers, 2006.

"Conditional Expectations Communication and the Impact of Biotechnology," in S. Braman (ed.), *Biotechnology and Communication: The Meta-Technologies of Information*, Lawrence Erlbaum Associates, Publishers, 2004, 63-95.

"Broadband Deployment: Toward a More Fully Integrated Policy Perspective", with Johannes M. Bauer and Junghyun Kim, in A. Shampine (ed.), *Down to the Wire: Studies in the Diffusion and Regulation of Telecommunications Technologies*, Nova Science Press, 2003.²

"Effecting a Price Squeeze Through Bundled Pricing," with Debra J. Aron , in S. Gillett and I. Vogelsang (eds.), *Competition, Regulation and Convergence: Current Trends in Telecommunications Policy Research*, Lawrence Erlbaum Associates, Publishers, 1999.²

"Conceptualizing Universal Service Policy: Definitions, Context, Social Process, and Politics," with Barbara A. Cherry. In B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.²

"Unilateral and Bilateral Rules: A Framework for Increasing Competition While Meeting Universal Service goals in Telecommunications," with Barbara A. Cherry. In B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.²

"Review of Federal Universal Service Policy in the United States," with Barbara A. Cherry, in B. Cherry, S. Wildman and A. Hammond IV (eds.), *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation*, Lawrence Erlbaum Associates, Publishers, 1999.²

"Towards a Better Integration of Media Economics and Media Competition Policy," in *A Communications Cornucopia: Markle Foundation Essays on Information Policy*, R. Noll and M. Price (eds.), Brookings Institution, 1998.

"Regulatory Standards: The Effect of Broadcast Signals on Cable Television," with James N. Dertouzos, in *A Communications Cornucopia: Markle Foundation Essays on Information Policy*, R. Noll and M. Price (eds.), Brookings Institution, 1998.²

"The Economics of Minority Programming," with Theomary Karamanis, in A. Garmer, ed., *Investing in Diversity: Advancing Opportunities for Minorities and the Media*, The Aspen Institute, 1998.¹

"A Structure and Efficiency Approach to Reforming Access and Content Policy," with Karen D. Frazer, in C. Firestone and A. Garmer, eds., *Digital Broadcasting and the Public Interest: Reports and Papers of the Aspen Institute Communications and Society Program*, Aspen Institute, 1998.¹

"Interconnection Pricing and Network Competition," in *Progress in Communication Science, Volume 15: Advances in Telecommunications Theory and Research*, , H. Sawhney and G. A. Barnett (eds.), Ablex, 1998.

"Funding the Public Telecommunications Infrastructure," with Bruce Egan, in *Globalism and Localism in Telecommunications*, E. Noam and A. Wolfson (eds.), Elsevier, 1997.²

"Information Technology, Private Networks, and Productivity," in *Private Networks and Public Objectives*, E. Noam (ed.), Elsevier, 1996.

"One-Way Flows and the Economics of Audiencesmaking," *Audiencesmaking: How the Media Create the Audience*, J. S. Ettema and D. C. Whitney (eds.), Sage, 1994.¹

"The Economics of Trade in Recorded Media Products in a Multilingual World: Implications for National Media Policies," with Stephen E. Siwek, in *The International Market in Film and Television Programs*, Eli M. Noam (ed.), Ablex, 1993.¹

"Investing in the Telecommunications Infrastructure: Economics and Policy Considerations," with Bruce L. Egan, in the *1992 Annual Review of the Institute for Information Studies*.²

"Electronic Services Networks: Functions, Structures, and Public Policy," with Margaret E. Guerin-Calvert, in *Electronic Services Networks: A Business and Public Policy Challenge*, Margaret E. Guerin-Calvert and Steven S. Wildman (eds.), Praeger Publishers, 1991.¹

"The Economics of Industry-Sponsored Search Facilitation," in *Electronic Services Networks: A Business and Public Policy Challenge*, Margaret E. Guerin-Calvert and Steven S. Wildman (eds.), Praeger Publishers, 1991.¹

"Program Competition and Diversity in the New Video Industry," with Bruce M. Owen, in *Video Media Competition: Regulation, Economics, and Technology*, Eli M. Noam (ed.), Columbia University Press, 1985.¹

Book Reviews

Review of *Transitioned Media: A Turning Point into the Digital Realm*, Gali Einov, Ed. *International Journal of Digital Television*, 2(2) (2001), pp. 49-53.

Papers in Published Conference Proceedings

"Government Policy and the Comparative Merits of Alternative Governance Regimes for Wireless Services," with C. Y. Ting and J. M. Bauer. In *Conference Record: 2005 1st IEEE International Symposium on New Frontiers in Dynamic Spectrum Access Networks*, 8-11 November 2005, Baltimore, MD, pp. 401-419.

"Program Competition and Advertising Strategies in the Age of Digital Television," in *The Future of Digital Television: Market, Audience, and Policy*, proceedings of the KISDI-KSJCS International Conference of same title, held Nov. 29, 2001 in Seoul, Korea, pp. 29-45.

"Communication Technology and Productivity: The Role of Education," *Annual Review of Communication*, National Engineering Consortium, Vol. XXXXVII (1993-94).

"Controlling Occupational Radiation: Alternatives to Regulation," with L.A. Sagan and R. Squitieri, presented at the International Symposium on Occupational Radiation Exposure in Nuclear Fuel Cycle Facilities, Los Angeles, CA, June 18-22. Published in proceedings of same conference.²

"Economic Issues in Mass Communication Industries," with J. N. Rosse, J. N. Dertouzos and M. Robinson, presented at the FTC Symposium on Media Concentration, Washington, D.C., December 14-15, 1978. Published in the proceedings of same conference.⁴

"Vertical Integration in Broadcasting: A Study of Network Owned-and-Operated TV Stations," S.I.E. No. 97, Department of Economics, Stanford University, also published in the Proceedings of the FTC Symposium on Media Concentration, Washington, D.C., December 14-15, 1978.

Other Publications and Working Papers

"Michigan's Communication Infrastructure Needs: Assessment and Policy Options," Johannes M. Bauer, Kurt DeMaagd, Steven S. Wildman & Seungyun Yook, May 26, 2010. Quello Center White Paper written for Institute for Public Policy and Social Research

⁴ Joint author credited as a "with."

"News Media Coverage of City Governments in 2009," by Quello Center Report," Thomas Baldwin, Daniel Bergen, Frederick Fico, Stephen Lacy & Steven Wildman, July 30, 2010. Report based on research supported by National Science Foundation Grant No. SES-0819519.

Review of *The Telecommunications Act of 1996: The "Costs" of Manged Competition*, by Dale E. Lehman and Dennis Weisman, *Journal of Economic Literature* (December 2002), vol. 40(4), pp. 1272-1273.

Review of *Much Ado About Culture: North American Trade Disputes*, by K. Acheson and C. Maule, *Journal of Economic Literature* (September 2001), vol. 39(3), pp. 938-940.

"AOL-Time Warner Merger Will Redefine Business: Deal Gives AOL Access to Homes," Lansing State Journal, Feb. 6, 2000, p. 11A.

"A Framework for Managing Telecommunications Deregulation while Meeting Universal Service Goals," with Barbara A. Cherry. Presented at the Twenty-Third Annual Telecommunications Policy Research Conference, Solomons, Maryland, October 2, 1995.

"Monopolistic Competition with Two-Part Tariffs," with Nicholas Economedes, August 1995.²

Review of *Television in Europe*, by Eli Noam, *Journal of Economic Literature*, December 1993.

"Competition in the Local Exchange: Appropriate Policies to Maintain Universal Service in Rural Areas," with John C. Panzar, September 1993.

Review of *The World Television Industry: An Economic Analysis*, by Peter Dunnett, *Journal of Communication*, Winter 1992.

"An Empirical Study of Broadcast Competition to Cable," with James N. Dertouzos, July 1990.²

"A Model of Supply and Demand for Information in a Competitive Market," October 1989.

"ATV Standards and Trade in Recorded Video Entertainment," paper presented at the Sixteenth Annual Telecommunications Policy Research Conference, October 30-November 1, 1988, Airlie, VA, revised April 1989.

"Competition, Regulation and Sources of Market Power in the Radio Industry," with Duncan J. Cameron, May 1982, revised October 1989.¹

"Program Choice in a Broadband Environment," with Nancy Y. Lee, Working Paper, Center for Telecommunications and Information Studies, Columbia University, May 1989.¹

"Trade in Films and Television Programming," with Stephen E. Siwek, presented at Trade in Services and Uruguay Round Negotiations, London, England, July 8, 1987, and Geneva, Switzerland, July 18, 1987.¹

Review of *Oligopoly Theory*, by James Friedman, *Journal of Economic Literature*, March 1985.

"Recruiter Incentives: Effects on Performance," Rand Cooperation Working Draft, April 1983.

"Anticipated Preemption and the Determination of Initial Structure in a Growing Market," UCLA Working Paper No. 267, September 1982.

"A Spatial Model of Entry Deterrence," S.I.E. No. 103, Department of Economics, Stanford University, November 1978, revised December 1980.

"Advertising, Consumer Learning and Competitive Strategies," Dissertation filed January 1980. Also published as S.I.E. paper No. 110 by Department of Economics, Stanford University, December 1979.

"A Study of Economic Issues in the Recording Industry," with James N. Dertouzos.² Study commissioned by the National Association of Broadcasters.

EDITORIAL BOARDS

Journal of Media Economics

Telecommunications Policy

International Journal of Media Management

Information, Economics, and Policy

International Journal of Digital Television

REFEREEING AND REVIEWING

American Economic Review, referee

Communication Law and Policy, referee

Communication Research, referee

Communication Theory, referee

Journal of Economics and Business, referee

Information, Economics and Policy, referee

Information Systems Research, referee

International Journal of the Economics of Business, referee

International Journal of Industrial Organization, referee

International Journal on Media Management, referee,

Journal of Broadcasting and Electronic Media, referee

Journal of Communication, book reviewer

Journal of Information, Economics and Policy, referee

Journal of International Economics, referee

Journal of Economic Literature, book reviewer

Journal of Industrial Economics, referee

Journal of Media Economics, referee

National Science Foundation, proposal reviewer

Telecommunications Policy, referee

The Rand Journal of Economics, referee

OTHER PROFESSIONAL ACTIVITIES

Co-convener, conference on telecommunications free trade zones, Northwestern University, March 30, 1992. Sponsored by the Annenberg Washington Program of Northwestern University and the Illinois Commerce Commission.

Convener, half-day conference on electronic services networks at Northwestern University, April 9, 1990.

Co-convener, day-long Washington, D.C. conference on electronic services networks sponsored by the Annenberg Washington Program, February 23, 1990.

Member, Editorial Board, *Journal of Media Economics*.

Member of Organizing Committee for the Nineteenth and Twentieth Annual Telecommunications Policy Research Conference, Solomon Island, MD.

Member, Executive Committee, Consortium for Research in Telecommunications.

Organizer, 1996 Conference on Telecommunications Policy and Strategy of the Consortium for Research in Telecommunications Policy, Evanston, IL, May 10,11, 1996

Co-organizer, Telecommunication Policy and Law Symposium: "Preventing Flawed Communication Policies by addressing Constitutional Principles", Washington, D.C., April 18, 2000.

Member, National Research Council Broadband Last Mile Committee, 1999-2001.

Vice-Chair, TPRC Board of Directors, 2004-Present

Co-Editor, *Journal of Media Economics*, Fall 2004-2008.

Member of Board of Directors, International Telecommunications Education and Research Association, Fall 2005-present.

Co-Organizer, 2008 Conference of the International Telecommunications Education and Research Association