



FUTURE OF THE INTERNET

APRIL 30, 2010

**The John A. and Cynthia Fry Gunn Building
Koret-Taube Conference Center
366 Galvez Street, Stanford University**

AGENDA

- 9:30 – 10:00** Breakfast
- 10:00 – 10:05** ***Welcome***
Ward Hanson, Policy Forum Director
- 10:05 – 10:20** ***Introductory Remarks***
Julius Genachowski, Chairman of the FCC, (from the FCC in Washington)
- 10:20 – 11:30** ***Economics and Internet Innovations***
Hal Varian, Chief Economist, Google, “Computer-mediated transactions”
David Reiley, Research Scientist, Yahoo!, “Efficient Advertising”
Jonathan Levin, Stanford, “The Future of Health Information Technology”
- 11:30 – 12:15** ***Broadband Value and Access***
Greg Rosston, SIEPR, “The Value of Broadband”
Derek Slater, Senior Policy Analyst, Google, “Good Data Makes Good Policy: Two Experiments for the Future of Broadband”
- 12:15 – 1:15** **Lunch**
The Demo Hour – Stanford startups and other cool Net products....
- 1:15 – 1:55** ***The National Broadband Plan***
Blair Levin, Executive Director of the Omnibus Broadband Initiative, FCC
“The Fourth Challenge”
- 1:55 – 2:25** ***The Internet Changing Business***
Chris Anderson, Author (“The Long Tail” and “Free”) and Chief Editor *Wired Magazine*
“Atoms are the New Bits”
- 2:25 – 3:10** ***Law and Internet Regulation***
Pamela Samuelson, U.C. Berkeley, “Intellectual Property: Obstacle or Innovation Enabler on the Internet?”
Barbara van Schewick, Stanford, “Access and Openness”
- 3:10 – 3:50** ***Using The Social Web***
Byron Reeves, Stanford, “Using Games and Virtual Worlds to Change the Way People Work and Businesses Compete”
Owen Van Natta, Former CEO MySpace.com
- 3:50 – 4:00** ***Summing Up***
Ward Hanson, Policy Forum Director
- 4:00 – 4:45** **Reception to follow** See our website at <http://policyforum.group.stanford.edu>