



The Unilateral Conduct Working Group
Presents a Teleseminar on:

**A question of loyalty:
How to analyse loyalty rebates and discounts**

SAVE THE DATE – Monday, December 9, 2013

08:00-9:30 (Washington, D.C. -- Eastern Standard Time)

14:00-15:30 (Brussels -- Central European Time)

22:00-23:30 (Tokyo -- Japan Standard Time)

The ICN UCWG's report on the analysis of loyalty discounts and rebates (2009) identifies a range of views as to the appropriate legal framework for analysing this type of unilateral conduct. While some agencies consider loyalty rebates and discounts as equivalent to offering a price discount on a single product and apply a standard predatory pricing analysis, others favour incorporating a price-cost test into a general assessment of anticompetitive foreclosure, arguing that in some cases loyalty rebates can have foreclosure effects without necessarily entailing a sacrifice for the dominant undertaking. This teleseminar will give the panellists and the audience a platform to debate the merits of different legal frameworks for analysing loyalty rebates and discounts.

Panellists:

JAROD BONA
Of Counsel
DLA Piper LLP
United States

LUC PEEPERKORN
Principal Expert in Antitrust Policy
DG Competition
European Commission

ANDREW I. GAVIL
Director, Office of Policy Planning
Federal Trade Commission
United States

Moderator:

MARTIN MANDORFF
Deputy Chief Economist
Swedish Competition Authority
Sweden