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## **Application to NBER Digitization Tutorial March 2016**

I am a fifth year Ph.D. student in the joint degree in Technological Change and Entrepreneurship between Carnegie Mellon University and the Portuguese Catholic University. My research focuses on telecommunications management and media consumption behavior. Currently, the members of my advisory committee are Prof. Pedro Ferreira and Prof. Michael Smith on Carnegie Mellon University's side, and Prof. Miguel Godinho de Matos, on the Portuguese Catholic University's side.

### **Coursework**

The coursework pursued during my Ph.D. studies included economic research fundamentals such as econometric theory and methods, microeconomics, social network analysis, and research methods in behavioral sciences. My area of concentration covered courses on the economics of technological change and entrepreneurship, industry dynamics, and innovation and R&D management. Some of the courses I have undertaken are *Dynamic Modeling*, which covers a range of topics including game theory, dynamic optimization, research and development, product differentiation, auctions and mechanism design, and patents and technology diffusion; and *Growth and Technological Development*, which covers the analytical frameworks that enable the understanding of the economic growth process, the role that technological innovation plays in that process, and the way in which technologically dynamic industries have evolved over time.

### **Research**

The average American adult spends nearly five hours per day watching television (Nielsen, 2015), making it one of the daily activities in which people spend the most time (after working and sleeping) and by far the main entertainment activity of the American population. However, the way people consume TV is changing. Recent statistics suggest that users have been increasingly turning to platforms other than traditional TV to consume media, such as personal computers, smartphones, and tablets. This trend seems to be

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particularly strong among young adults (18-24 years old), who now spend the least amount of time watching traditional TV among any other stratum of the population (Nielsen, 2015).

Beyond the change in user interfaces, the way people consume TV is also moving away from the traditional patterns of viewing contents broadcast to the masses at a specific time and place to a more individualized and flexible (in time and space) consumption, in large part thanks to Internet video streaming and TV's convergence technologies (i.e. DVR, time-shift). The Internet was also responsible for bringing forth one other major change to the media industry, namely, the surge in the availability and accessibility of illegal alternatives for media consumption (digital piracy).

These issues have garnered considerable attention by industry participants, researchers, and popular media. In 2015, for instance, we have witnessed significant media buzz regarding the cord-cutting phenomena, with a number of major news and media outlets reporting record numbers in subscription losses for the industry (e.g. New York Times, CBC).

In my research, I investigate how these changes and trends of the media landscape impact the future directions of the industry and analyze their implications for firms, consumers, and public policy. My current work explores how convergence technologies shape users media consumption behavior and whether they are an effective strategy by telecommunications/pay-TV providers for retaining or increasing TV's audience. Jointly with my committee members, I collaborate with an European telecommunications provider to design and implement randomized field experiments to tackle our research questions and establish the causal direction of the relationships studied.

I would much appreciate the opportunity to join the NBER digitization tutorial, learn from top researchers in the field, and meet other young researchers with similar research interests.

Thank you in advance for your time and attention.

Sincerely,

Filipa Reis