

## **Game Theory and Net-Neutrality**

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### **Abstract:**

In the first half of the talk we present a short tutorial covering basic models from game theory, and show how these models may be used to understand the strategic relationships between parties such as competing hi-tech firms, and buyers and sellers of a hi-tech product or service. In the second half of the talk, we apply game theory to the current debate on “Net-Neutrality.” In particular, we study the consequences of allowing ISPs the power to charge content providers for the right to deliver content to the ISP’s subscribers.

### **About the Speaker:**

John Musacchio is Professor and Chair of Technology Management at the University of California, Santa Cruz. He completed his PhD in 2005 from the Electrical Engineering & Computer Sciences Department at the University of California, Berkeley. His research interests include pricing of communications networks, game theory, and stochastic modeling and control of queuing networks. Professor Musacchio has also had experiences in industry including helping to architect a high-speed switch fabric chipset for the Silicon Valley start-up company Terablaze.

### **Next Week:**

Kailey Oppenheim, Accenture, on “Modernizing the Workforce.”