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Research Interests

Industrial Organization
Intellectual Property
Economics of Digitization
Applied Econometrics

Education

Ph.D. Economics, University of Western Ontario, Expected in 2019.

Dissertation Title: Essays in Industrial Organization.

Committee: Prof. Salvador Navarro (Co-chair), Prof. David Rivers (Co-chair), Prof. Tai-Yeong Chung, Prof. Roy Allen

M.A. Economics, Simon Fraser University, 2013.

B.A. Economics and Applied Psychology, Lanzhou University, 2012.

Job Market Paper

Quantifying the Heterogeneous Effects of Piracy on the Demand for Movies, 2018.

The debate on digital piracy has attracted significant public attention. An accurate estimate of the loss due to piracy crucially relies on correctly identifying the substitution between pirated and paid consumption. Using a novel dataset of downloads collected from the BitTorrent network, I estimate a random-coefficient demand model of movie piracy to quantify the effect of movie piracy on two channels of movie revenue: box-office and DVD sales. I allow piracy to have positive effects on sales through word of mouth (WOM). The rich data on BitTorrent allows me to examine the heterogeneous effects of piracy. Counterfactual results reveal that digital piracy has heterogeneous effects between different video qualities and on different channels of sales. On the one hand, it reduced the US box-office revenue of the motion picture industry by only 2.71% over 40 weeks in 2015. On the other hand, DVD sales in US dropped by 36% because of piracy. In addition, substitutability differs substantially by quality of pirated video. Low-quality pirated videos are poor substitutes for both channels of sales. Lastly, the positive WOM effect from pirated consumption contributed 0.23% and 2% of sales from the box-office and DVD sales, for a total of \$ 68.7 million.

Other Working papers

Will the Leak Sink the Ship? Screener Leaks and the Impact of Movie Piracy, 2018

Screeners are movie copies sent to critics and industry professionals for evaluation purposes. Sometimes screeners are leaked accidentally and made available to download on the Internet. This paper exploits the plausibly exogenous variation of file sharing/piracy activities caused by screener leaks of Oscar nominated movies to estimate the impact of movie piracy on box office revenue. Using information on leak dates collected from *thepiratebay.org*, I employ a difference-in-difference strategy to identify the causal effect of piracy on movie box office. The paper finds two interesting results. First, screener piracy caused by leaks reduces the box office revenue of the leaked movie in subsequent weeks by 29.8% on average. However, the negative impact on total box office is to a large extent moderated by the late occurrence of leaks. Second, there are significant negative indirect effects on other movies: An additional contemporaneous leak lead to a 3% decrease of box office revenue of other unleaked movies.

Works in Progress

Government Subsidy and Productivity Dynamics in Chinese Steel Industry (with Salvador Navarro and Jin Zhou), 2018

Effects of Digital Piracy on Sales, Entry and Welfare in Motion Picture Industry. 2018

Honors and Awards

Best PhD Student Paper Award, 1st Doctoral Workshop on the Economics of Digitization, 2017

Graduate Fellowship, University of Western Ontario, 2013-2017

Graduate Fellowship, Simon Fraser University, 2012-2013

First Class Scholarship, Lanzhou University, 2011

Conference Presentations

"Quantifying the Heterogeneous Effects of Piracy on the Demand for Movies"

16th International Industrial Organization Conferences (Rising Star Session), Indianapolis, 2018

2017 China Meeting of the Econometric Society, Wuhan, China, 2017

2017 Asian Meeting of the Econometric Society, Hong Kong, China, 2017

1st Doctoral Workshop on the Economics of Digitization, Munich, Germany, 2017

Tenth IDEI-TSE-IAST Conference on The Economics of Intellectual Property, Software and the Internet, Toulouse, France, 2017.

Western Economics 50th Anniversary Conference (Poster Session), London, Canada, 2016.

Canadian Economic Association 50th Annual Meetings, Ottawa, Canada, 2016.

UWO labor lunch seminar, London, Canada, 2015.

"Will the Leak sink the Ship? Screener Leaks and the Impact of Movie Piracy"

Canadian Economic Association 52th Annual Meetings, Montreal, Canada, 2018.

Research Experience

Research Assistant for Prof Salvador Navarro, 2017-2018
Research Assistant for Prof Mark Desjardine, 2016

Teaching Experience

Instructor, King's University College, University of Western Ontario
International Finance (Evaluations: 6.1/7.0), Winter 2017
Instructor, Department of Economics, University of Western Ontario
Intermediate Microeconomics II (Evaluations: 6.1/7.0), Summer 2017
Teaching Assistant, Department of Economics, University of Western Ontario
Intermediate Microeconomics II, Public Finance, Econometrics II, Mathematical Economics, Intermediate Microeconomics, Mathematical Economics(Graduate), Principles of Macroeconomics, Principles of Microeconomics
Teaching Assistant, Department of Economics, Simon Fraser University
International Finance, Principles of Macroeconomics, Principles of Macroeconomics

Skills

Stata, Python, Fortran, SQL
SAS Certified Base Programmer

References

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