

Yong Paek
Senior Associate

Washington, D.C.

+1.202.644.3489

Yong.Paek@brattle.com

Dr. Yong Paek is a Senior Associate in the Washington, D.C. office of The Brattle Group. His expertise are in using econometric analysis and computational simulation models to offer insights on regulatory policy and damages calculation. He has experience supporting experts on competition and antitrust matters, regulation and strategy in the telecommunications sector, and product liability and damage assessment.

Prior to joining The Brattle Group, Dr. Paek earned his Ph.D. in Economics from the University of Maryland at College Park, where his academic research focused on assessing the impact of allocation mechanisms on market structure and welfare using structural industrial organization methods.

AREAS OF EXPERTISE

- Industrial Organization
- Econometrics and Statistics (including demand estimation, structural modelling and causal inference)
- Damages estimation associated with Consumer Fraud, Product Liability
- Telecommunication regulation and policy
- Spectrum auctions, spectrum valuations and spectrum auction consulting
- Competition & Antitrust (including merger and conduct analysis)

SELECTED CONSULTING PROJECTS

Litigation

- Provided support for antitrust litigation in the healthcare industry (i.e., physician group mergers and the impact on insurers bargaining power). Managed team to estimate diversion ratios using hospital discharge data from various states and carried out market definition analysis.
- Provided support for antitrust litigation in the keyword search and targeted online advertisement industry. Calculated search quality metrics to compare across various cross-sections of data.
- Provided support for antitrust litigation in the music licensing industry. Estimated fair value of a repertory of songs to radio stations.
- Provided support for price fixing litigation involving a cartel of elevator manufacturers. Estimated price surcharge and damages incurred by consumers due to the price fixing using reduced-form causal inference techniques.
- Provided support for product liability litigation. Estimated the market price impact on vehicles implicated in the Volkswagen diesel emissions scandal in Australia using used car auction house data.
- Provided support for large data breach litigation. Estimated the value of privacy using structural industrial organization models and stated preference survey techniques.
- Provided support for premerger analysis and review in the home goods industry. Carried out geographical concentration analysis and estimated diversion ratios for market definitions. Developed analysis for complex vertical integration issues.

Yong Paek

Regulatory Proceedings

- On behalf of DISH Network, provided support on the potential effects of the merger of mobile wireless carriers Sprint and T-Mobile, under review before the US Federal Communications Commission (FCC), the Department of Justice (DoJ), and NY state Attorneys General.
- On behalf of Mediacom, provided support for examining the impact of exclusive uses of public right of way on competition in FCC proceeding.
- On behalf of Crown Castle, submitted whitepaper proposing a utility pole replacement cost allocation mechanism in FCC proceeding.
- On behalf of California Cable and Telecommunications Association (CCTA), provided support for examining the impact of competition and information disclosures on broadband service quality.
- Provided support for effects of a large telecom merger in Canada.

Other

- Provided consulting services for FCC spectrum auctions.
 - Spectrum valuation
 - Auction strategy
 - Development of structural auction simulations
 - Tower build estimates
- Presented poster at Policy Research Conference on Communications, Information and the Internet (TPRC 2021). Poster was on the pros and cons of structural modeling vs. machine-learning techniques to model bidder behavior in spectrum auctions (available on request).
- Paper about public rights of way and the potential harmful impacts of regulator-induced competition accepted and presented for TPRC 2022 (available on request).
- Paper about issues in broadband labelling accepted and presented for TPRC 2022 (available on request).
- Paper about understanding the value of upper mid-band spectrum value accepted and presented for TPRC 2022 (available on request).

TECHNICAL SKILLS

- Structural IO modelling and simulations in MATLAB.
- Data manipulation, geocoding, and reduced-form causal inference, demand estimation models in STATA.
- Data manipulation and data visualization in R.

EDUCATION

Dr. Paek received his Ph.D. in Economics from the University of Maryland where his research focused on the field of Industrial Organization and Market Design. Prior to this, he received his MComm in Economics from the University of Melbourne, and BComm (Hons) from the University of Auckland.

September 26, 2022