Homework for Ljubljana Summer School

1. Locate stock price data for Apple (ticker AAPL).
2. Using an event study framework, examine the effect of the July 10, 2013 ruling that Apple violated US antitrust laws through the use of MFN clauses in its contracts with publishers with respect to e-books.
   a. Verify that both the cookbook and the consolidated regression approach generate the same event effect.
   b. Examine the differences between using 100 pre-event datapoints in the model and 250 pre-event datapoints in the model.
3. Use the Gelbach, Helland, and Klick SQ approach to examine whether the effect of the ruling generated a statistically significant effect. Is there a difference relative to the standard approach?
4. Make an argument(s) that the estimated event effect does not capture the full financial consequences of the antitrust ruling.
5. What are some ways the arguments raised in #4 can be addressed empirically?