# Contents

*List of sponsors*  
ix  
*Preface and acknowledgements*  
x  

1. Gross substitutes versus marginal substitutes: implications for market definition in the postal sector  
   *Timothy J. Brennan and Michael A. Crew*  
   1  
2. A business model for USPS  
   *Michael A. Crew and R. Richard Geddes*  
   16  
3. Is demand for market-dominant products of the United States Postal Service becoming more own-price elastic?  
   *A. Thomas Bozzo, Kristen L. Capogrossi, B. Kelly Eakin, John Pickett and Mithuna Srinivasan*  
   28  
4. Are US postal price elasticities changing?  
   *Margaret M. Cigno, Katalin K. Clendenin and Edward S. Pearsall*  
   46  
5. Estimating postal demand elasticities using the PCAIDS method  
   *Gregory Swinand and Hugh Hennessy*  
   65  
6. Pricing of delivery services in the e-commerce sector  
   *Claire Borsenberger, Helmuth Cremer, Philippe De Donder, Denis Joram and Sébastien Lécou*  
   75  
7. The regulatory treatment of end-to-end competition in the UK postal sector  
   *Richard Eccles*  
   93  
8. The proposed directive on the award of concession contracts: implications for USO entrustment and compensation  
   *Alessandra Fratini*  
   106  
9. Application of EU competition law in the postal sector: overview of recent cases  
   *Damien Geradin and Christos Malamataris*  
   116  
10. Re-regulation for parcel delivery in the e-commerce context?  
    *Joost Vantomme*  
    131  
11. Delivering the goods to households: would further regulation help or hinder?  
    *John Hearn*  
    146  
12. The ‘national champion’ approach to postal operators: the case of the Netherlands  
    *Benjamin Gough*  
    161  
13. On alternative USO financing mechanisms for the US postal market  
    *Michael D. Bradley, Jeff Colvin and Mary K. Perkins*  
    174
14. The net cost of the USO under the profitability cost approach: implications of labor market conditions for the net cost calculation
   *Isabelle Carslake, George Houpis and Christian Strobel*

15. Regulation and the burden of the net cost resulting from the Universal Service Obligation
   *Christian Jaag, Urs Trinkner and Topias Uotila*

16. Net cost calculation: a practical example concerning La Poste and its territorial presence obligation
   *Frédéric Fustier, Lionel Janin and Racha Sahly*

17. Calculating the net cost of home delivery obligations
   *Andreas Haller, Christian Jaag and Urs Trinkner*

18. Peer-to-peer digital commerce: implications and opportunities for the US Postal Service and other posts
   *Laraine Balk Hope, Virgil Ian Stanford and Bruce Marsh*

19. Leveraging the postal infrastructure for the authentication of individuals toward an online government service provision
   *Caroline Sheedy and Maria Moloney*

20. Accessibility/proximity in the digital age: what does it mean for postal networks and postal services?
   *Claire Borsenberger*

21. Digitalization of consumer invoices: a comparative study
   *Kari Elkelä, Heikki Nikali and Chris J. Paterson*

22. Eat or be eaten: the implications of strategic cannibalization and transformation for the United States Postal Service
   *Adam C. Houck*

23. Finding the conditions for a successful social redeployment combined with diversification of activities
   *Dominique Bailly and Margaux Meidinger*

24. Transparency and non-discrimination in postal pricing
   *Joakim Levin, Asa Gustafsson, Anders Hildingsson and Sten Selander*

25. The costs, functions and pricing of postal payment channels
   *Tim Walsh*