

## KRISTOF ZETENYI, PH.D.

### Vice President

Phone: 617 971 6275  
kristof.zetenyi@analysisgroup.com

333 South Hope Street, 27th Floor  
Los Angeles, CA 90071

Dr. Zetenyi specializes in industrial organization and platform economics. He has provided expert economic analysis and testimony on topics such as economic analysis of market definition, market power, and competitive effects. In antitrust matters, including horizontal and vertical mergers, he has supported experts on behalf of plaintiffs, defendants, and the US Department of Justice (DOJ). Dr. Zetenyi has extensive experience studying the platform business model, including its implications for market definition, market power, and competitive effects. He has given guest lectures on topics related to antitrust economics and platform economics at the Haas School of Business at the University of California, Berkeley and the University of Southern California. Dr. Zetenyi has been published in *Antitrust Magazine*, *The Antitrust Bulletin*, *Concurrences*, and *CPI Antitrust Chronicle*, and he currently serves as vice-chair of the Economics Committee of the American Bar Association (ABA) Antitrust Law Section.

### EDUCATION

- 2014            Ph.D., economics, University of Rochester
- 2011            M.A., economics, University of Rochester
- 2009            B.S., mathematics and economics (*summa cum laude*, *Phi Beta Kappa*),  
University of Richmond

### PROFESSIONAL EXPERIENCE

- 2014–Present    **Analysis Group, Inc.**  
*Vice President (2021–Present)*  
*Manager (2016–2021)*  
*Associate (2014–2016)*
- 2011–2014    **University of Rochester**  
*Lecturer, Teaching Assistant*  
Courses taught: *Principles of Economics (undergraduate)*, *Industrial Organization (undergraduate)*, *Intermediate Microeconomics (undergraduate)*
- 2012–2013    **Simon School of Business, University of Rochester**  
*Teaching Assistant*  
Courses taught: *Economics, Marketing and Strategy Primer for Entrepreneurs (M.A.)*;  
*Database Marketing (M.B.A.)*

## EXPERT WITNESS ENGAGEMENTS

- ***HDMI Licensing Administrator, Inc. v. Availink, Inc.***  
Testified at deposition on behalf of counter-defendant HDMI LA to provide economic analysis of market definition, market power, and competitive effects.
- ***Janet Garcia, et al. v. City of Los Angeles***  
Testified at deposition on behalf of the plaintiffs about the analysis of the removal, storage, and disposal of unhoused residents' personal property during their encampment cleanups pursuant to Los Angeles Municipal Code 56.11.

## SELECTED ANTITRUST AND COMPETITION CONSULTING EXPERIENCE

- ***23XI Racing, et al. v. National Association for Stock Car Auto Racing (NASCAR)***  
Supported the plaintiffs' damages expert through multiple expert report filings and trial testimony to quantify lost profits and diminution in value damages.
- ***Confidential merger review in the health care industry***  
Supported an expert for the DOJ during its evaluation of a proposed merger in the health care industry. Assessed issues related to market definition, market power, and competitive effects.
- ***Confidential merger review in the agriculture industry***  
Supported an expert for the DOJ during its evaluation of a proposed merger in the agriculture industry. Assessed issues related to vertical foreclosure.
- ***Maximilian Klein, et al. v. Facebook Inc.***  
Supported the defendants' economic expert through multiple expert report filings to opine on class, liability, and damages issues.
- ***FTC v. IQVIA Holdings Inc. and Propel Media Inc.***  
Supported the defendants' economic expert through expert report filing and trial testimony to opine on the role of digital advertising to health care providers and the widespread availability of health care data sources that are used in health care professional (HCP) programmatic advertising.
- ***USA v. Penguin Random House, LLC, and Simon & Schuster, Inc.***  
Supported the defendants' economic expert through multiple expert report filings and trial testimony to opine on the potential competitive effects of the proposed acquisition of Simon & Schuster by Penguin Random House.
- ***In re: Blue Cross Blue Shield Antitrust Litigation***  
Supported the provider plaintiff's expert to evaluate issues related to liability, including market definition, market power, and the assessment of harm to health care providers in Alabama.
- ***Confidential buyer market power matter***  
Supported an expert in assessing allegations of monopsony claims in the agricultural industry.
- ***In re: Transpacific Passenger Air Transportation Antitrust Litigation***  
Supported the defendants' expert to address issues related to class certification.
- ***DOJ's evaluation of John Deere's acquisition of Precision Planting***  
Supported the DOJ's expert to develop relevant antitrust market definition and assess competitive effects and implications of the proposed acquisition.

- ***Canadian Competition Bureau re: Postmedia's acquisition of Sun Media***  
Supported an expert from the Mergers and Monopolistic Practices Branch of Canada's Competition Bureau to assess Postmedia's proposed acquisition of Sun Media.
- ***In re: Optical Disk Drive Antitrust Litigation***  
Supported the joint defense group's damages expert in multidistrict price-fixing litigation to assess damages to a class of US direct and indirect purchasers.
- ***Mexican Competition Commission's investigation of slot allocation at Mexico City Airport***  
Performed analysis of the Mexican aviation industry, including analysis of prices for domestic air travel in Mexico, for a white paper submitted to Mexico's competition authority, the Federal Economic Competition Commission (COFECE), in 2014.
- ***Antitrust class action in the software industry***  
Developed an affirmative damages analysis in a case involving allegations of the defendant overcharging consumers for its software product.

#### **SELECTED PLATFORM CONSULTING EXPERIENCE**

- ***In re: Apple iPhone Antitrust Litigation***  
Supported the defendant's expert to analyze the economics of two-sided platforms and their importance to questions of antitrust market definition, market power, and competitive effects in the context of class certification.
- ***Epic Games, Inc. v. Apple Inc.***  
Supported the defendant's economic expert through multiple expert report filings and trial testimony to opine on the economics of two-sided platforms, and their impact on the assessment of market definition, market power, and competitive effects. Recognized by Global Competition Review as "Matter of the Year" and "Litigation of the Year – Non-cartel Defense" in the 2022 GCR Antitrust Awards.
- ***Class action involving issues related to allegation of courier misclassification by food delivery platform***  
On behalf of a food delivery platform, supported an expert in the preparation of an expert report on the platform business model.
- ***Multiple cases involving allegations of driver misclassification by ridesharing companies***  
On behalf of a ridesharing company, supported an expert in the preparation of expert reports on the platform business model and potential impact of reclassification.
- ***Tri-City LLC, et al. (Lyft) v. New York City Taxi and Limousine Commission***  
Supported an expert in analyzing the effects of the driver minimum-pay rule on drivers and passengers.

#### **OTHER SELECTED CONSULTING EXPERIENCE**

- ***Evaluation of Australia's Tobacco Plain Packaging Act before the World Trade Organization***  
Supported the Commonwealth of Australia's economic expert to analyze the effect of Australia's Tobacco Plain Packaging Act on smoking prevalence.
- ***Odyssey Wireless v. Motorola Mobility LLC, et al.***  
Supported the defendants' expert to assess customers' willingness to pay for certain cellular features pertaining to patent infringement allegations.

- ***Ageas shareholder litigation before the Tribunal de Commerce de Bruxelles***  
Supported an expert in the assessment of the reasonableness of settlement terms in a securities class action involving a Belgian financial company.
- ***Class action litigation matters regarding front-loading washing machines***  
Supported an expert for the plaintiffs in class action litigation matters against several manufacturers of front-loading washing machines to estimate damages due to alleged product defects.

## PUBLICATIONS

*Assessment of the Economic Costs of Imposing Abuse of Dominance Standards in New York State*, with Big Banternghansa, white paper, May 2025

*From Buffalo to Long Island: The Regional Economic Costs of New York State Adoption of Abuse of Dominance Standards*, with Big Banternghansa, white paper, May 2025

*Platform Mergers in the Digital Age: Economics, Regulation, and Enforcement*, with Rebecca Kirk Fair and Rebecca Scott, *Antitrust Magazine*, Volume 39, Issue 2, Spring 2025

*Logit or Leave it?* with Tom Beckford, *Competition Policy International*, August 2024

*Assessment of Economic Costs of Imposing Abuse of Dominance Standards*, with Eliana Garces and Big Banternghansa, *Computer & Communications Industry Association*, May 2024

*Data in the Digital Economy: the “Anti-Hero” of Antitrust or Just “Bad Reputation?”* with Dheeraj Chaudhary, *Antitrust Chronicle – Economics of Data*, Volume 1, February 2024

*Geographic Market Definition in Commercial Health Insurer Matters: A Unified Approach for Merger Review, Monopolization Claims, and Monopsonization Claims*, with Deborah Haas-Wilson and Brian Gorin, *The Antitrust Bulletin*, Volume 68, Issue 3, September 2023

*Efficiencies in the Second-score Auction Model*, with Big Banternghansa and Maria Eugenia Garibotti, *Concurrences*, Issue 2-2023, Article 112602, May 2023

*Vehicle Upsizing Under the New CAFE Standard? An Application of Endogenous Characteristics Choice with Fixed Costs*, working paper, 2014

## PRESENTATIONS

Guest Lecture on the Implications of AI for Antitrust Enforcement, USC Marshall School of Business (November 3, 2025)

“Big Data, Big Antitrust Questions,” chair and faculty at the ABA Antitrust Law Spring Meeting (April 2, 2025)

Guest Lecture on Platform Economics and Antitrust Economics, Haas School of Business at the University of California, Berkeley (March 31, 2025)

“Failure to Communicate? Improving Expert Testimony,” chair and moderator at the ABA Antitrust Law Spring Meeting (April 10, 2024)

Guest Lecture on Topics in Platform Economics, Antitrust Economics, and Competition Policy, University of Southern California (February 27, 2024)

“DOJ-FTC Merger Guidelines: Final Version 2024,” webinar panelist, New York City Bar Association (February 12, 2024)

Guest Lecture on the Role of Industrial Organization and Platform Economics in Antitrust Enforcement, University of Southern California (November 15, 2022)

Guest Lecture on Topics in Platform Economics and Antitrust and Competition, University of Southern California (April 26, 2022)

“Class Action Litigation: Demystifying Trends, Developments, and Best Defense Strategies,” webinar panelist, The Knowledge Group (February 9, 2022)

“How to Effectively Use Statistical Sampling in Class Action Litigation: Tips and Strategies in 2019,” webinar panelist, The Knowledge Group (December 13, 2018)

## PROFESSIONAL AFFILIATIONS

American Bar Association (ABA)

*Vice-Chair of the ABA Antitrust Law Section, Economics Committee for the 2023–2024 ABA year*

*Young Economist Representative of the ABA Antitrust Law Section, Programs and Teleseminars for the 2022–2023 ABA year*

*Young Economist Representative of the ABA Antitrust Law Section, Advisory Board of Section Reserves for the 2021–2022 ABA year*

American Economic Association  
*Member*

## AWARDS AND FELLOWSHIPS

2009–2014      Graduate Fellowship, University of Rochester

2009            Robert L. Taylor Award for Excellence in Economics, for achieving the highest GPA among graduating economics majors, University of Richmond

2005–2009      Richmond Scholar, University of Richmond

## LANGUAGES

Hungarian (native), Romanian (proficient), Spanish (beginner)