



24TH EUROPEAN REGIONAL INTERNATIONAL TELECOMMUNICATION SOCIETY CONFERENCE

Technology, Investment and Uncertainty

Conference Programme
Florence, 20-23 October 2013



European
University
Institute

ROBERT
SCHUMAN
CENTRE FOR
ADVANCED
STUDIES

FLORENCE
SCHOOL OF
REGULATION

Programme Overview

Sunday, 20 October 2013		Monday, 21 October 2013		Tuesday, 22 October 2012		Wednesday, 23 October 2013	
		08:30-17:00	Registration				
		09:00-09:30	Opening Session	09:00-10:30	Parallel Sessions 4	09:00-10:15	Parallel Sessions 8
		09:30-11:00	Plenary Session				
		11:00-11:30	Coffee Break	10:30-11:00	Coffee Break	10:15-10:45	Coffee Break
		11:30-12:30	Parallel Sessions 1	11:00-12:30	Parallel Sessions 5	10:45-12:00	Parallel Sessions 9
		12:30-14:00	Lunch	12:30-14:00	Lunch	12:00-12:30	Summaries Closing Session
		14:00-15.30	Parallel Sessions 2	14:00-15:30	Parallel Sessions 6	12:30-13:30	Lunch
		15:30-16:00	Coffee Break	15:30-16:00	Coffee Break		
		16:00-17:30	Parallel Sessions 3	16:00-17:30	Parallel Sessions 7		
18:00-21:00	Welcome Reception			18:00-21:00	Drinks and Conference Dinner		

Opening Sessions: Monday, 21 October, 9:00-12:30

09:00-9:30	Opening Session: Erik Bohlin, ITS Chairman, Brigitte Preissl, Conference Co-chair, Pier-Luigi Parcu, Conference Co-chair
09:30-11:00	Plenary Session: Chair - Professor Pier Luigi Parcu, Florence School of Regulation The impact of regulation on operators strategies and investments Göran Marby, Director-General, Swedish Post and Telecom Authority (PTS) and chair-elect for 2014 of BERECA Lucilla Siolo, Head of Unit F4 Knowledge Base, DG Connect Steffen Hoerning, Universidade Nova de Lisboa, Portugal

Parallel Sessions: Monday, 21 October 2013.

Parallel Sessions 1: Monday, 11:30 - 12:30			
Spectrum 1 - Allocation	Internet & Media	European Union 1	Digital services 1
<p>Knapel & Wambach - Spectrum auctions: The combinatorial clock auction and its complexities</p> <p>Madden - Spectrum licensing, policy instruments and market entry</p> <p>Colangelo, Carciofi, Guiducci, & Barbiroli - Analysis of different authorization approaches for the shared access to radio spectrum</p>	<p>Yu-liu - Reconsider the telecommunication and media regulatory framework in Taiwan: Using the new emerged media as examples</p> <p>Mutu - NRAs, media systems, consensus, majoritarian democracy</p> <p>Giovannetti & Fennell - The interaction of ICT networks structure and downstream trade flows: Bhutan and India</p>	<p>Henten, Falch & Tadayoni - Bandwidth requirements in a 2020 perspective</p> <p>Layton - To what extent does network neutrality impact network investment? What are the consequences of this policy and how does it help or hinder reaching the EU's 2020 goals?</p> <p>Gruber, Hätönen & Koutroumpis - Broadband access in the EU: An assessment of future economic benefits</p>	<p>Falce - Cloud computing. Old and new legal challenges under an IP perspective</p> <p>Markendahl, Apanasevic & Arvidsson - Added value in mobile ticketing</p> <p>Maton - Regulation challenges for competition managed services vs. OTT services</p>

Parallel Sessions 2: Monday, 14:00 - 15:30				
Spectrum 2	Privacy 1	Local loop unbundling	Pricing	Digital services 2
<p>Kang, Sung & Zander - Can license-exempt spectrum be good enough for future local high-capacity service? Key regulatory considerations for local shared spectrum access</p> <p>Markendahl, Ahmed & Mölleryd - Business models and investment options for use of licensed shared access of spectrum</p> <p>Peng - From spectrum management perspective to examine Taiwan's switchover policy</p> <p>El-Moghazi, Whalley & Irvine - European influence in ITU-R: The end of an era of dominance?</p>	<p>Cecere, Soulié & Le Guel - Buzz, laws and economic context: an event study of French privacy complaints</p> <p>Chiung - LBS vs. Privacy: An Exploratory study of Taiwan LBS users' privacy management</p> <p>Manant, Pajak & Soulié - Do Recruiters 'Like' it? Privacy and online social network profile in hiring: A randomized experiment</p> <p>Luzak - Privacy Notice for Dummies? Towards European guidelines on how to give 'clear and comprehensive information' on the use of cookies in order to protect the internet users' right to online privacy</p>	<p>Okamoto & Nakamura - The influence of local loop unbundling on investment by incumbent telecommunications operators in the OECD member countries</p> <p>Fabritz & Falck - Investment incentives under local deregulation: Evidence from the United Kingdom</p> <p>Pachis & Yannelis - The relation between local loop unbundling and investment in fixed telephony</p> <p>Neumann & Vogelsang - How to price the unbundled local loop in the transition from copper to fibre access networks?</p>	<p>Köhler & Krämer - Play It Safe: Consumer choice under four-part tariffs with cost caps</p> <p>Alleman, Baranes & Rappoport - Nonlinear pricing; self - selecting tariffs and regulation</p> <p>Horstmann & Krämer - Price collusion in geographically segmented markets - Empirical evidence and policy implications</p> <p>Liang - From mobile voice to quadruple-play: estimation of willingness to pay for ADSL and FTTH by analyzing consumer choice</p>	<p>Kim, Nam & Kim - Research on user resistance to acceptance of IVI (In-Vehicle Infotainment) System</p> <p>Kuebel & Zarnekow - Digital service platforms in the ICT industry - A systematization of strategic archetypes</p> <p>Tseng - The dilemma of electronic books in the mobile age in Taiwan</p>

Parallel Sessions 3: Monday, 16:00 - 17:30			
Panel session 1: European market structures in the long term	Mobile regulation	Broadband - speed, quality & bandwidth	Media
<p>Moderator - Paul de Bijl, CBP, The Netherlands</p> <p>Participants: To be confirmed</p>	<p>Schmidt & Hamilton - Jurisdictional competition and the regulation of wireless service in Canada</p> <p>Marcus & Philbeck - New European developments in international mobile roaming: Where are we headed?</p> <p>Köksala & Kulalı - Testing waterbed effect in an expanding mobile telephony market: the case of Turkey 1.</p> <p>Knieps & Zenhäusern - Regulatory fallacies in global telecommunications: The case of international mobile roaming</p>	<p>Bauer, Zenhäusern & Schneider - Impact of sector-specific regulation on ICT infrastructure quality</p> <p>Kocsis - The effects of asymmetric regulation on the quality of broadband networks</p> <p>Domingo - Will broadband pricing support 1Gbps services?</p> <p>Rohman & Bohlin - The impact of broadband speed on the household income</p> <p style="text-align: right;">2.</p>	<p>Gambaro & Puglisi - Complement or substitute? The Internet as an advertising channel, evidence on advertisers on the Italian market, 2005-2009</p> <p>Hsu & Shih - From hybrid TV toward transmedia: Recent marketing advances of the DTV and new media developments</p> <p>Mitomo, Otsuka, Jeon & Cheng - The role of media and ICT in the post-quake restoration and recovery progress: A case of the Great East Japan earthquake</p>
3.	4.	5.	6.

Parallel Sessions: Tuesday, 22 October 2013.

Parallel Sessions 4: Tuesday, 09:00 - 10:30				
Mobile 1	Privacy 2 - Personal information	National experiences	Content	Environmental & ethical aspects of ICT
<p>Ventura, Frías & Pérez - The impact of spectrum licenses on competition. The case of 4G deployment in Spain</p> <p>Gálik - The role of government in telecommunication markets in Hungary</p> <p>Peng - Technological neutrality and standards harmonization: WiMAX spectrum in Taiwan as a case study</p> <p>Shi, Sung & Zander - Opportunities and challenges for TV and mobile broadband in 470-790 MHz</p>	<p>Palacios, Gijón, Gómez-Barroso & Feijóo - the value of personal information in e-commerce transactions: the impact of socio-economic characteristics in the UK</p> <p>Jitsuzumi & Koguchi - An analysis of personal information in E-commerce: Policy implications from the Japanese market</p> <p>Luchetta - The law and economics of intermediaries of personal information</p> <p>Shinohara & Kunishi - Control privacy information explosion with data apoptosis eco-system</p>	<p>Cherry - Policymaking for the PSTN-to-IP Transition within federalism: Lessons from U.S. v. Canadian experimentation</p> <p>Micallef - Overview of the issues relating to the enforcement and review of regulatory decisions in a small Member State such as Malta</p> <p>Ünver & İlhan - Regulating access to the fibre in Turkey: would regulatory holiday be a tool to increase the investment of operators?</p> <p>Petukhova & Strepetova - Russia's information and communication technologies and innovative economy infrastructure formation</p>	<p>Choi - An effect of screen quota on local films: An empirical study of OECD countries</p> <p>Savio - VOD (video on demand): a business perspective</p> <p>Feijoo, Lindmark, Passel & Tarín - The digitisation of media and content industries: what happened to EU public content?</p> <p>Berni & Preta - The video content industry in Europe: market perspective and new trends</p>	<p>Yoon & Na - ICT and efficiency of transport infrastructure</p> <p>Raju & Lindmark - Impact assessment of green ICT: Policies, markets, and strategies reconsidered</p> <p>Clement, Mortet & Poudouz - When competition meets ethic and distributive justice: The case of universal service obligation</p> <p>Widaa, Markendahl & Ghanbari - Toward capacity efficient, cost efficient and power efficient deployment strategy for indoor mobile broadband</p>

Parallel Sessions 5: Tuesday, 11:00 - 12:30				
Spectrum 3	Next generation access	Traffic - Trends & management	Consumer issues	Mobile 2
<p>Basare & Sridhar - Introduction of dynamic spectrum management technologies: the role of market structure and spectrum policy</p> <p>Obregon, Sung & Zander - Secondary access to the radar spectrum bands: regulatory and business implications</p> <p>Elsne & Weber - Using the lower UHF bands for commons & events</p> <p>Saeed, Markendahl & Laya - Future business opportunities to offer M2M and cloud-based services using tv white spaces and licensed shared access of spectrum</p>	<p>Tselekounis, Xylogianni & Varoutas - Geographically differentiated NGA deployment</p> <p>Schneir & Xiong - Economic aspects of hybrid fiber and copper-based access networks</p> <p>Jaunaux & Lebourges - Economic replicability tests for next generation access network</p> <p>Flacher & Jennequin - Access regulation and geographic deployment of a new generation infrastructure</p>	<p>Stocker - On the weal and woe of internet traffic management in europe</p> <p>Liebenau, Elaluf-Calderwood & Karrberg - Institutions, regulation and governance of the internet; A European perspective on traffic, uses and business practices in the digital economy”</p> <p>Grove, Agic & Sedlmer - Reporting policies of ISPs: do general terms and conditions (GTCs) match with the reality?</p> <p>Krämer & Wiewiorra - The profitability of internet user tiering an analysis of consumers willingness-to-pay for quality of service tiering</p>	<p>Pérez-Amaral, Gijón, Garín-Muñoz & López - Residential mobile phone users complaints’ in Spain</p> <p>López, Pérez-Amaral, Garín-Muñoz & Gijón - Consumer protection in mobile telecommunications across countries: A comparative study</p> <p>Nicita - Consumer winback’ in electronic communications: Efficiency vs. exclusion</p> <p>Bouwman & de Reuver - Mixed method research: Combining mobile logdata and questionnaires</p>	<p>Keesookpuna & Mitomo - The analysis of mobile network switching determinants and policy implications in a developing country: A case study of Thailand</p> <p>Shinohara, Akematsu, Morikawa & Tsuji - Empirical analysis of the current Japanese mobile phone market: Focusing on the diffusion of smartphone.</p> <p>Popescu, Ghanbari & Markendahl - Complementing macrocell deficits with either smallcells or Wi-Fi - willingness to choose based on the cost-capacity analysis</p> <p>Lasso, Ahmed & Markendahl - Mobile resource sharing trends in developing and developed mobile markets (regulations and market forces)</p>

Parallel Sessions 6: Tuesday, 14:00 - 15:30				
Schools, kids and libraries	Encouraging the development of telecommunication markets	Innovation	Mobile applications 1	Fixed - mobile
<p>Hyland, Layte, Lyons, McCoya & Sillesc - Are classroom internet use and academic performance higher after government broadband subsidies to primary schools?</p> <p>Francisco - Aspects that influence the use of mobile phones by children: the Portuguese context</p> <p>Anderson & Whalley - Encouraging broadband adoption in Glasgow through public access provision in libraries</p> <p>Jain - Role of the public ICT networks in facilitating innovation: Lessons from India and UK</p>	<p>Chirico & Gaal - The role of public funding in telecommunications markets</p> <p>Falch - PPP as a policy tool for generating rural access to broadband services</p> <p>Howell - Broadband regulation efficacy in the presence of nationwide government network subsidies: Evidence from New Zealand</p> <p>Sadowski & Kirchholtes - Sustainable broadband: A monitoring framework for broadband policy in rural areas in the Netherlands</p>	<p>Idota, Ueki, Bunno & Tsuji - Covariance structural analysis of Innovation and ICT use among Japanese innovative SMEs</p> <p>Kim, Jung, Lee & Hwang - Structure of technology evolution: The way on which ICT industry emerged in Korea</p> <p>Kosa - Regulation issues along innovation cycle of machine to machine (M2M) communications</p>	<p>Guo, Nikou & Bouwman - Analyzing the business model for m-payment from banks' perspective: An empirical study</p> <p>Park, Kim, Nam & Kim - Driver's intention to use smartphone-car connectivity</p> <p>Laya, Markendahl & Bratu - Who is investing in Machine-to-Machine communications?</p> <p>Mang - Mobile broadband infrastructure and the usage of local online services</p>	<p>van der Wee, Evenepoel, Verbrugge, Lannoo & Pickavet - Comparing and combining value network configurations for fixed and mobile access networks</p> <p>Marcus - Mobile off-load and fixed-mobile competition</p> <p>Wulf & Brenner - Analyzing competitive effects between fixed and mobile broadband</p> <p>Silva, Proença & Vareda - Dynamics of broadband demand: substitution or complementarity between fixed and mobile technologies? An application to the Portuguese case</p>

Parallel Sessions 7: Tuesday, 16:00 - 17:30			
Panel session 2: Machine-to-machine communications	Regulation	Broadband	Internet
<p>Moderator - Jan Markendahl, KTH, Sweden</p> <p>Participants:</p> <p>Konstantinos Dimou, Ericsson</p> <p>Staffan Movin, Marketing Technology Center</p> <p>Francois Richard, Orange</p>	<p>Khalifa aedd, Slama & Debbichi - Impact of regulatory process on telecommunications market performance: Evidence from parametric and non parametric approach</p> <p>Jeanjean - Reduction in unit prices in telecommunication industry</p> <p>Ghanbari, Markendahl & Widaa - Regulations for and against Cooperation in smallcells - how could regulations stimulate co-competition by supporting sharing</p> <p>Major - Can optimal mechanisms for policy decisions be designed?</p>	<p>Briglauer - The impact of regulation and competition on the adoption of fibre-based broadband services: Recent evidence from the European Union Member States</p> <p>Rajabiun & Middleton - regulation, investment and efficiency in the transition to Next generation networks: evidence from the European Union</p> <p>Krämer & Schnurr - A unified framework for open access to telecommunications infrastructure</p> <p>Ghanbari, Markendahl & Widaa - Cooperation patterns in small cell networks - risks and opportunities to distinguish the win-win model</p>	<p>Baglioni, Calabrese, Forcina, Levaldi & Lucarini - Net neutrality at international backbone provider level</p> <p>Hallingby, Hartvikse, Elaluf Calderwood & Sørensen - Measuring the Internet convergence: A comparative study for Thailand and Norway</p> <p>Shin - Governing network neutrality: Public perception and policy capacity</p> <p>Knieps - The evolution of the generalized differentiated services architecture and the changing role of the Internet Engineering Task Force</p>

4Parallel Sessions: Wednesday, 22 October 2013.

Parallel Sessions 8: Wednesday, 09:00 - 10:15			
European Union 2	Operators 1	Standards	Ecosystems and complex systems
<p>Unver - Rethinking the conflicts between competition law and regulatory impulses in view of the recent EU developments?</p> <p>Parcu & Silvestri - Electronic Communications Regulation in Europe: The past and the future 20 years</p> <p>Batura - Single market considerations in the practice of BEREC: study of BEREC opinions in Article 7/7a cases</p>	<p>Chalmeau - The Determinants of European telecommunication operators systematic risk</p> <p>Csorba & Pápai - Does the number of mobile operators really matter for prices? A comprehensive ex-post evaluation of entries and mergers in European mobile telecommunication markets</p> <p>Herrera-González & Sanz-Fernández - A comparison of telco value evolution during "bubbles": dotcom 2000 vs. dotcom 2012</p>	<p>Chao & Fu-Cheng - The formation of China's mobile TV standards /regulations and for future sustainable development - Socio-technical translation process study for the China's Mobile TV standard</p> <p>Lee, Cha, Ha & Park - A research on ICT standards management based on standards reusability analysis</p> <p>Cha, Park & Lee - A comparison of regional standards collaboration activities of ETSI and ASTAP</p>	<p>Longstaff - Managing the new normal: how we will learn to love uncertainty</p> <p>Kim - Strategy scenario selection in the competition of mobile ecosystems</p>

Parallel Sessions 9: Wednesday, 10:45 - 12:00			
Investment	Online	Operators 2	Swedish broadband
<p>Han, Sung & Zander - An economic cost model for network deployment and spectrum in wireless networks</p> <p>Widaa - Investment strategies for different actors in indoor mobile market in view of the emerging spectrum authorization schemes</p> <p>Bourreau, Cambini & Hoernig - Geographic access rules and investments</p>	<p>Anania - What are the benefits of adopting social media in the daily work of private sector organizations?</p> <p>Valcke, Wahyuningtyas & Graef - Assessing access problems in online media platforms</p> <p>Kuchinke & Vidal - Competition in and for digital markets: The impact of new entrant's strategic investments in a dynamic duopoly</p>	<p>Mitsuyama & Mitomo - Corporate governance, investment strategies, and reactions to unbundling regulation of broadband operators: Empirical analysis on Japan, Europe and the U.S.</p> <p>Mölleryd & Markendahl - The role of network sharing and M&A in improving operators' profitability and moving towards a new industry structure</p> <p>Whalley & Curwen - From global aspirations to regional dominance: the changing international focus of Deutsche Telekom</p>	<p>Kongaut & Bohlin - What make people adopt an ultra-high speed (100 Mbit/s) broadband? An empirical study of Swedish broadband market</p> <p>Sandgren & Mölleryd - How liberalised is the optical fibre broadband market? The case of Sweden</p>

Closing session: Wednesday 12:00-12:30	
12:00-12.30	<p>Closing Summaries</p> <p>Closing Remarks</p> <p>Brigitte Preissl, International Telecommunications Society Jason Whalley, Conference Organiser</p>

