

# *Preliminary Program*

*(as of January 17, 2005)*



The Analogue Switch Off:  
Chances and Challenges of Digitizing the CATV Infrastructure

*February 3-4, 2005  
At the Berlin School of Economics (FhW)  
Badensche Strasse 50-51, Room 101  
Berlin, Germany*

**Thursday 19.30h workshop dinner** (registration requested)  
Restaurant Theodor Tucher, Pariser Platz 6a (am Brandenburger Tor), 10117 Berlin-Mitte,

## **Friday 9 – 11h Economic Policy and Institutional Matters**

### *Economic Policy and Welfare Aspects*

Jürgen Müller (Berlin School of Economics / FHW, Germany)  
Georg Erber (German Institute for Economic Research / DIW, Germany)  
Marco Ottavio (London Business School, UK)  
Richard E. Simnett (Telcordia) USA  
David Waterman (Indiana University ,USA)

### *The View of the German State Media Authorities*

Hans Hege (Medienanstalt Berlin Brandenburg, Germany)

## **Friday 11.30 – 13h Digitization Strategies of European CATV Operators**

### *Country overview from a multinational operator*

Manuel Kohnstamm (UPC Holding Services, Amsterdam, Netherlands)

### *Austria*

Simon Himberger (RTR, Austrian Regulatory Authority for Broadcasting and Telecommunication, Vienna,) tbc

### *Belgium*

Peggy Valcke (ICRI-IBBT / Catholic University of Leuven, Belgium ) tbc

*Germany:*

Annette Schuhmacher (Kabel Deutschland GmbH)  
Peter Charisse (ANGA /German CATV Association)  
Thomas Wächter (T-Systems, Bonn, Germany) tbc

*Switzerland*

Martin Dumermuth (BAKOM, Switzerland) tbc

**Friday 14 – 16h**

**Content and Market Analysis**

*International Trends and Solutions towards the Digitization of Broadcasting*  
Gert Siegle (IMDR / Initiative Marketing Digitaler Rundfunk) Germany

*"Markets for broadcasting transmission services under the new EU regulatory framework"*

Ulrich Stumpf (WIK) Germany

*Digitization approach of German Public Broadcasters*

Herbert Lilli (BR / Bayerischer Rundfunk) Germany  
Klaus Merkel (IRT) Germany

*Private Broadcasters' View on Digitization*

Ursula Adelt (VPRT, Association of private broadcasters in Germany) Germany

*Experiences from the US Cable Markets*

Richard E. Simnett (Telcordia) USA,  
David Waterman (Indiana University, USA)

*Competing infrastructure*

Friedrich-Karl Reichardt (ASTRA Marketing, Frankfurt, Main, Germany) tbc

**Friday 16.30-17.30h**

**Concluding Panel**

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**Aims of the Workshop**

The workshop aims to raise the principal issues arising from the new digital infrastructure

- the expected economic effects
- improved intermodal competition (DVB-T, Satellite, DSL, IP-Multicast) in the delivery of content and other media services
- consequences of differing switch over and transition paths
- lessons from international experiences
- evaluation of regulatory options

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## International Telecommunications Society

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**Workshop Registration:** There is a registration form on the ITS website, that can be forwarded electronically to: Matthias\_\_mitscher@web.de

**Contact:** matthias\_\_mitscher@web.de or ITS c/o J. Mueller, FHW, Badensche Str. 50-51,10825 Berlin, Germany, Tel +49 30 85789 145 /Fax 199  
See last program changes on [www.itseurope.org](http://www.itseurope.org)

**Directions:**

[http://www.Berlin.de/stadtplan/explorer?ADR\\_ZIP=10825&ADR\\_STREET=badensche+str&ADR\\_HOUSE=50&ADR\\_INFO=FHW+Location](http://www.Berlin.de/stadtplan/explorer?ADR_ZIP=10825&ADR_STREET=badensche+str&ADR_HOUSE=50&ADR_INFO=FHW+Location)

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