

INTERCONNECT



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ITS2010TOKYO Draws Near

It is now only six months until the next ITS Biennial Conference is to be held and the deadline for submission of abstracts is virtually upon us.

The Conference will be held in Tokyo, Japan on 27-30 June, 2010 and the deadline for the submission of abstracts is 31 December, 2009.

The 18th Biennial and Silver Anniversary Conference will be held at the International Conference Centre, Waseda University, located on the main campus in downtown Tokyo. As academic hosts for the conference, Waseda University will be supported by corporate sponsor NTT DOCOMO (a corporate member of ITS). Other major Japanese telecommunications carriers NTT and KDDI are also generous commercial sponsors of the conference and the Ministry of Internal Affairs and Communications will provide Government support.

In conjunction with ITS2010Tokyo, the Japanese Society of Information and Communication Research's 27th Annual Meeting will be held 26-27 June, 2009, directly before the ITS Conference. All ITS members are welcome to attend this meeting and encouraged to participate. In fact, after the opening ceremony of ITS2010Tokyo on the morning of the 28th, a joint plenary session and symposium will be held with the Society, offering some unique networking opportunities.

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Message from the Chair



Dear ITS Members,

ITS is pleased to look forward to the Silver Anniversary Biennial in 2010, in Tokyo!

ITS2010Tokyo, 27–30 June, 2010, hosted by Waseda University. The conference theme is “Culture, Communication and the Cutting Edge of Technology”. The conference promises to attract researchers and analysts from all over

the world, to discuss new findings in an open setting, coupled with memorable social events. It will be a special Silver Anniversary event for ITS. It was in Tokyo, 1986, that the first biennial was held under the name of the International Telecommunications Society.

Looking back at 2009, ITS has convened many regional events around the world:

Bangkok, 2–3 April, hosted by National Telecommunications Commission of Thailand. The event was attended by local industry and regulators especially, and many international delegates participated as well, with about 400 participants. The event was different from most other ITS conferences, as it was convened in a plenary style, and based on invited presentations. Given the success of this event, new, similar initiatives can be launched. Registration was free of charge, thanks to the sponsorship of NTC.

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Message from the Chair (cont'd)

Montego Bay, 23–26 June, hosted by Mona School of Business (MSB), University of West Indies, Jamaica. This was the first conference in the Caribbean for ITS. MSB made a significant commitment in terms of sponsorship and putting man-power into the event, to make sure the conference went well. Some 150 persons attended the opening event, including the Minister for ICT, the Mayor of Montego Bay and other dignitaries, and about 30 papers were presented during the conference.

Perth, 16-18 August, supported by Curtin Business School, Perth, Australia. This was the 4th Regional ITS conference that Professor Gary Madden and his team put together. This particular regional conference has over the years obtained a track-record, which can be summarized as follows: academic excellence; intellectual challenge; policy relevance and an international meeting place. Gary Madden and his team have achieved so much that this conference has obtained a high reputation around the world.

Bahrain, 26-28 October, supported by the Telecommunications Regulatory Authority of

Bahrain. This was again the first conference in the Arab region for ITS, and attracted delegates from all over the world, coupled with strong local participation. There was a nice mix of policy oriented plenary sessions, with regular academic papers in parallel tracks. The host provided generous support for memorable social events; among those an outdoor dinner in Bedouin tents in the desert area.

New York, 23 October, supported by Columbia Institute for Tele-Information, Columbia University, a workshop entitled "State of Telecom: National Next-Generation Broadband Plans". The workshop focused on national plans to deploy ubiquitous fast speed broadband networks, and included many senior speakers from around the world. In this event, ITS appeared as supporting sponsor, not as main sponsor.

Montpellier, 18 November, supported by IDATE, a workshop entitled "5th Transatlantic Telecom Forum: Facing the Crisis". The workshop brought together speakers from Europe and US to address challenges and opportunities posed by the economic crisis, including questions of increased

government intervention. In this event, ITS appeared as supporting sponsor, not as main sponsor.

Since the last message, ITS had the pleasure to welcome two new ITS board members: Andy Banerjee (Centris) and Sam Parker (AT&T Labs Research). Moreover, ITS has obtained the support of a new Global member: AT&T Labs Research. The support of the ITS corporate members remain strong, despite the harsher economic times.

ITS remains true to the international dimension. We believe that ITS has been true to another of its core dimensions - a platform for networking. ITS provides a forum for the exchange of ideas that may help individuals and organizations find solutions and answers for a whole range of newly emerging questions.

Sincerely,



Erik Boblin
ITS Chair

ITS2010TOKYO Draws Near (cont'd)



The Tokyo Conference will provide a platform for academia, government and business to share their knowledge and insights regarding innovative information and communication technologies such as the Internet, mobile, fixed, terrestrial, satellite, wireless and many others, either as

stand-alone technologies or as part of a wider, ubiquitous structure. As these technologies diffuse at unprecedented rates, greater emphasis has been placed on their harmonious integration with cultures and environments around the world. Specialists, like ITS members, must work diligently to enable greater technical gains, but at the same time we cannot ignore our responsibilities to support and protect the cultural heritage and the natural beauty of the world within which these technologies are deployed.

Culture, Communication and the Cutting Edge of Technology is the main theme for the Tokyo Conference. The Track themes welcomed by the Conference Organizing Committee are; Culture and ICT; New Services over NGN and Broadband; Wireless Services; New Features of Communications; Competition and Regulatory Paradigms in Transition; Telecommunications and

Economic Development. The Program Committee invites contributed papers on topics in regard to ICT for presentation at the conference. The Programming Committee will also welcome papers on any aspect of the social sciences, policy, technological advancement and business regarding ICT and media.

The timetable for the submission of papers is as follows:

31 December 2009: Final date for submission of abstracts

10 February 2010: Announcement of accepted papers

1 April 2010: Final date for submission of full paper

27 June 2010: Conference opens

Two five star hotels have been reserved for the conference, the Rihga Royal Hotel Tokyo and the Keio Plaza Hotel Tokyo.

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ITS2010 TOKYO Draws Near (cont'd)



The Rihga is conveniently close to Waseda University, only five minutes' walk away. The Keio Plaza is located in Shinjuku, the secondary city center and close to the liveliest part of Tokyo. Both Hotels offer excellent location and accommodation.

The Organizing Committee members: Hidenori Fuke (Komazawa University), Chair; Masatsugu Tsuji (University of Hyogo) and Hitoshi Mitomo (Waseda University), Co-Chairs; Kiyoshi Nakamura (Waseda University), and Minoru Sugaya (Keio University) have been hard at work arranging what will be a truly enjoyable and memorable

Conference. The Committee has also planned a range of half-day and one-day tours in and around Tokyo for spouses and others accompanying delegates. There are also several post-conference tours available for those attending who wish to explore more of Japan away from the Capital. Or perhaps you might like to explore one of the other 6,851 islands that make up Japan.

The Committee also advises intending delegates not to leave their visa arrangements till the last minute as requirements for entry to Japan can be a little complicated. You are advised to check the Japanese Ministry of Foreign Affairs website at http://www.mofa.go.jp/j_info/visit/visa/index.html for the specific visa requirements for your passport.

The local organizing committee and all the ITS members in Japan are looking

forward to seeing you at the Conference. Although there is still much uncertainty about the future of the global economy, your much appreciated participation in this conference may help the ICT sector lead the recovery.

The Conference website is now up and running, providing more details including; Session Themes, the Program, the details of various committees, and maps and directions to aid in orientation. For more information please visit the website: <http://www.its2010tokyo.com/index.html>



Upcoming Events

PTC Conference 17-20 January 2010

The Pacific Telecommunications Council will hold its annual conference in Honolulu, Hawaii, 17-20 January 2010. *Embracing the Cloud: Enabling Connectivity and Innovation*, is the theme and will focus on the emerging area of cloud computing. The importance of cloud computing grows as ever more applications and services are moving from dedicated networks and end-user devices to servers on the Internet.

The growth of network-based service promises to accelerate the pace of change in an already turbulent industry and to disrupt established business models by bringing once distinct industries into competition with one another. These changes will present both challenges and opportunities for telecommunications service providers. While telecoms may lose some voice customers to cloud-based services, they may also be able to tap

into new revenue sources such as remote data storage and server virtualization. Cloud-based services highlight the importance of telecommunications providers' core service: connectivity. Cloud-based services, after all, can perform no better than the networks over which they are delivered.

The uncoupling of network access from applications and the blurring of distinctions between categories of services will also present new challenges for regulators, who have not historically distinguished between applications and networks. Critical policy debates and regulatory responses will ensue with far reaching consequences as markets and services morph.

Some of the topics covered at PTC'10 will be: The network is the computer: What cloud computing means for infrastructure providers and services; Users take control: Consumer-centric communications and user-generated

applications; Opportunities at the base of the pyramid: Connecting the unconnected; Mobile broadband: Innovation and ubiquity; Smart cities, smart planet; How governments and civil society are shaping networks; How networks are shaping government and civil society: Serving the non-commercial sector.

For more information regarding the conference please see the website at www.ptc.org.

EuroCPR 2010, 28-30 March 2010

EuroCPR is organized annually with the ambition to contribute constructively and critically to European Information Society Policy developments. The conference addresses the use of ICT throughout society and economy as well as the evolution of the ICT and media sectors. EuroCPR uniquely brings together academia, policy

Upcoming Events (cont'd)

makers, and industry representatives in order to facilitate systematic interaction and critical analysis of both the highest academic excellence and the maximum policy and industrial relevance. The format of the conference has deliberately been kept small - with a maximum of 80 participants - favouring quality over quantity and encouraging a high level of interaction.

In 2010, EuroCPR celebrates its 25th anniversary and offers a unique opportunity to its community to critically reflect on the lessons learned over the years and to contribute constructively to ongoing debates about the future of Information Society Policy in Europe. The theme of the conference will be *Policies for a digital Europe: Lessons learned and challenges ahead*. Against the backdrop of the revision of the Lisbon Treaty and European institutional reform, 2010 also heralds the launch by the European Commission of a revised Information Society Policy (post i2010). At the heart of this strategy is the recognition that ICTs remain key contributors to the sustainable development of the European economy and to the capacity to address social challenges. The 25th EuroCPR conference will offer critical assessments of the objectives and instruments of a range of Information Society policies, presenting theoretical models and empirical analysis for debate within the policy making, industry and academic communities. This year offers a unique opportunity for the EuroCPR community to critically reflect on the lessons learned and to contribute constructively to ongoing debates about the future of Information Society Policy in Europe.

The conference will be convened in Brussels - see <http://www.eurocpr.org/> for more information.

21st European Regional Conference 13-15 September 2010



The 2010 Regional European ITS Conference will be held in Copenhagen, the capital of Denmark. The overall theme of the conference is: *Telecommunications at new crossroads: Changing value configurations, user roles, and regulations*.

The local organizer is the Center for Communication, Media and Information Technologies (CMI), which is a research and teaching unit at Aalborg University in Copenhagen (www.cmi.aau.dk).



Topics at the conference will be - but not limited to: NGN and NGA - economics and regulation; Investment and innovation; New players and platforms in telecommunications; User roles and social networking; Regulatory separation; Universal access/service; Internet governance; Media convergence; Media economics and regulation; PPP in telecoms; and Regulatory institutions.

Watch the ITS website at <http://www.itsworld.org/> for more information.

Calendar of Events

2010

January

Pacific Telecommunications Council Conference

PTC'09 Collaborating for Change: Strategies, Opportunities and Partnerships

**Honolulu, Hawaii
17-20 January 2010**

March

EuroCPR 2010

Policies for a digital Europe: Lessons learned and challenges ahead

**Brussels, Belgium
28-30 March 2010**

June

ITS 18th Biennial & Silver Anniversary Conference

Culture, Communication and the Cutting Edge of Technology

**Tokyo, Japan
June 27-30, 2010**

September

ITS 21st European Regional Conference

Telecommunications at new crossroads: Changing value configurations, user roles, and regulations.

**Copenhagen, Denmark
13-15 September 2010**



Center for Communication, Media and Information Technologies (CMI)

Reports from ITS Supported Conferences in 2009

Report from ITS Asian Regional Symposium, Bangkok



The ITS Asian Regional Symposium of the International Telecommunications Society hosted by the National Telecommunications Commission (NTC) of Thailand was held at the Four Seasons Hotel, Bangkok, Thailand, from the 2nd to the 3rd of April, 2009. The Symposium was an all-plenary session event featuring invited speakers under the main theme: *Universal Service and Competition in a Liberalized Environment*. Even though the Symposium was held during the critical situation of political protest in the heart of Bangkok, the Symposium attracted over 400 attendees from various government agencies, academic institutions, telecommunications operators, manufacturers, and users.



Those attending were welcomed by the Chairman of the NTC and by opening remarks from Professor Erik Bohlin, ITS Chair and Dr. Supot Tirawut, the Director of the Telecommunications Research and Industrial Development Institute. Under the theme of Competition, Essential Facilities and New Networks the first presentation of the day was by Dr. Brigitte Preissl. Her presentation showed that there is not a simple dichotomy of interventionist/non-interventionist countries, but

measures used to promote the development of markets are chosen according to a path-dependent style of industrial policies in each country. Professor Johannes Bauer's presentation followed, arguing that from a dynamic perspective there is no 'best' solution to regulating advanced telecommunications which suits every nation. Professor Martin Cave presented his conclusions regarding government intervention via subsidies to promote investment where there is only one NGA, as incentives have to be created for the monopoly operator to invest. Professor Eli Noam's presentation discussed the changing nature of the telecommunications environment with its movement towards ultra-broadband. Professor Noam also spoke of the many issues raised by this new technology.

The afternoon session started with a presentation by Professor Andrea Renda. He presented a bird's eye view of the birth and evolution of the essential facilities doctrine, and its application in the telecommunications sector. Subsequently, Chris Dippon spoke on the issue of essential facilities. The presentation illustrated his conclusions about the costs and benefits to network unbundling and, argued that careful cost-benefit analysis must be conducted on a case-by-case basis before unbundling. Professor XU Yan presented a Hong Kong case study. He proposed a layered regulatory model by incorporating the concept of 'Type III' interconnection into the original regulatory framework during policy review in Hong Kong to solve the short comings of Type II Interconnection. The concluding presentation of the first day was delivered by Thai Professors Sudharma Yoonaidharma, Suphat Suphachalasai and Tanet Mekjumroen. They discussed the development of Thailand's policy and regulation; while progress has been made there

is still much to do, most notably Local Loop Unbundling to encourage competition.



The second day of the Symposium saw the theme Universal Service, Liberalization and New Technologies discussed. Dr. Dimitri Ypsilanti led the day's proceedings. His presentation canvassed the benefits of universal service and universal access prevalent in many countries. He was followed by Dr. Karl-Heinz Neumann who stressed the concept of shared access using the results of WIK's Next Generation Access model. The issue of universal service implementation was raised by Professor Stanford Levin. He stated that when considering the issue of universal service, no matter what definition of universal service is ultimately used, it is crucial to understand the distinction between the availability of the service and the use of the service.

The afternoon sessions of the second day started with mathematical modelling of universal service, presented by Professor Gary Madden. His research has developed a procedure to determine the economic welfare gain from the universal provision of telecommunications services. Professor James Alleman discussed the topic of universal service definition. Even though it has been recognized that the universal service concept is dynamic and could be changed, Professor Alleman stressed that the definition of universal connectivity should be as inclusive as possible. Furthermore,

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Reports from ITS Supported Conferences in 2009 (cont'd)

a corollary of this was that any subsidy should not advance one service or technology and exclude others. Professor Barbara Cherry followed, discussing the lines of inquiry critical for the growth of the broadband phenomena. Concluding that, each nation needs to undertake analysis of unintended consequences and sustainability problems in their own context.

Professor Hitoshi Mitomo presented a Japanese case study on universal service. The presentation discussed how the Japanese universal service policy has incorporated and adapted to the technological transition from Public Switched Telephone Networks to IP based networks. Professor Eric Bohlin provided an overview of the Universal Service Obligations directive in Europe. Also, options for future definitions of universal service obligations were evaluated according to several economic criteria. The final presentation of the two day symposium was the case of Thailand presented by Professor Prasit Prapinmongkolkarn, Commissioner of the NTC. He discussed the revised universal service scope in Thailand which is intended to cover more areas with more service.



Commissioner of the NTC, Professor Sudharma Yoonaidharma, provided the closing statement. He noted that concrete academic discussion had made the symposium very productive. Furthermore, the issues discussed had proven to be very timely for Thailand. As in many countries, telecommunications regulatory issues

still require some development, as they need to keep up with the development of technology and competition. Whilst no one size fits all, the ITS forum has provided a useful opportunity to learn and share experiences.

1st Caribbean Regional ITS Conference, Montego Bay.



Jamaican Minister responsible for Telecommunications, Hon. Daryl Vaz addressing the Opening Ceremony.

The first Caribbean Regional ITS Conference was held in the tropical resort city of Montego Bay, Jamaica 23-26 June, 2009 at the Rose Hall Resort and Spa. This event was hosted by the Mona School of Business, The University of the West Indies. The theme *Innovation, Demand and Competitiveness in Telecommunications: Implications for the Caribbean Region and Beyond* attracted international attention.

More than 120 delegates participated in the three-day event which comprised five plenary sessions, two workshops and seven concurrent panels. Presentations came from a total of 53 highly regarded speakers representing more than a dozen countries. The major sponsors of the conference were Digicel Business, ATL Business Solutions and The Office of the Principal, The University of the West Indies, Mona.

The Opening Ceremony and Reception held on Tuesday 23 June saw addresses from The Minister for Information and Telecommunications (Jamaica) Hon. Daryl Vaz; His Worship, Councilor Charles Sinclair (Mayor of Montego Bay); Prof. Erik Bohlin (Chair, International Telecommunications Society); and Mr. Joseph Pereira (Deputy Principal, UWI, Mona Campus). Attendees were also entertained by a riveting performance from the local musical troupe "Children of the Drums".



The conference plenary sessions featured speakers such as: Mr. Robert Gregory (Executive Director, Jamaica Trade and Invest); Prof. Evan Duggan (Executive Director of the Mona School of Business at the University of the West Indies); Prof. J.P. Shim (Mississippi State University); Dr. Hopeton Dunn (Director of the Telecommunications Policy and Management Program at the Mona School of Business); Mr. Howard Armstrong (Analysys Mason) and Mr. Phillip Paulwell (Former Minister of Telecommunications Jamaica).

Perhaps the most interesting panel was held during a plenary session on Wednesday and provided some outstanding discussion from the representatives of regional telecommunications providers Digicel, LIME and Flow on the topic: *Innovation and Regional Development: The Role of Providers*. Other plenary sessions covered topics such as *Caribbean*

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Reports from ITS Supported Conferences in 2009 (cont'd)

Issues in ICT Policy and Technology and Innovation People and Development.



The Program included two workshops on the Thursday. The first workshop, entitled *Issues and Approaches in Software Development and Telecommunications* consisted of presentations from: Mr. Marcelo Pagella (Microsoft, Jamaica); Dr. Daniel Coore (Department of Computing at UWI); and Dr. Sameer Verma (San Francisco State University). The workshop discussed emerging business trends in technology convergence as it relates to software development, open source software and mobile applications. The second workshop, *GIS-Enabled Mobile Innovation*, provided a first-hand perspective on the range of business innovation opportunities provided by GPS and GIS technologies. Presentations were also made by local providers Mona GeoInformatics Institute, UWI and Spatial Innovation.

During the conference more than 20 academic papers were presented in concurrent sessions held under four specific tracks: *The Impact of ICTs on economic and Social Development* consisted of a range of presentation topics from Closing the Digital Divide to The Use Of ICT's in Disaster Recovery Planning; the second track *Innovations and Technology Applications* also had a broad spectrum of presentations including Broadband Over Power lines, IPTV and Next Generation Networks in Latin America and the

Caribbean; the third track *Regulation and Policy* included stimulating presentations on Regional Harmonisation, Number Portability and Spectrum Policies; the final track E-Services consisted of a range of issues such as Telemedicine, Web Security and E-learning.

The conference concluded with a Closing Plenary Session but not before the Chair of the ITS, Prof. Erik Bohlin and the Conference Chair, Prof. Evan Duggan commended the high level of presentations, the participants and the Conference planning and execution. In summary, the first Caribbean Regional ITS Conference 2009 was a success and the organizers received a great deal of positive feedback from the attendees, who are now looking forward to the next regional ITS conference in the region.



4th Africa-Asia-Australasia Regional Conference, Perth

The beautiful city of Perth Western Australia hosted the 4th ITS Africa-Asia-Australasia Regional Conference. Spanning three days, 16-18 August, the conference offered the opportunity to address digital business issues in a regional context. Particular emphasis was placed on risks and barriers to the realization of business opportunities; consequently, the tracks were a meld of academic and business topics. On Saturday, 15 August, the day before the Conference opened, those Members of the ITS

Board of Directors present in Perth met in The Council Chamber of Curtin University for their Annual Meeting.

On the first day of the conference the delegates were welcomed by a member of the local indigenous community and by Curtin University's Deputy Vice-Chancellor (Research & Development), Professor Linda Kristjanson. The opening address was then provided by Erik Bohlin, Chair of the ITS, followed by a keynote address from Professor Gerry Faulhaber (Wharton School, University of Pennsylvania) dealing with the economic and social impact of mobile communications. By reviewing some interesting case studies, Gerry concluded that "Mobile phones are (and will be) the device of choice to access voice/data/Internet for most of the world's population". This enlightening presentation was followed by a very interesting policy roundtable on *Competition Policy, Regulation and Next Generation Networks*.



Gerry Faulhaber at ITS Perth 2009

The second day started with another roundtable discussing *Africa-Asia Universal Service Policy*. This was followed by the first of three parallel sessions discussing: Productivity Analysis; Spectrum Allocation; and Content Delivery and Internet Protocol Television. The second

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Reports from ITS Supported Conferences in 2009 (cont'd)



parallel session discussed: Competition and Strategy; Broadband Policy; Growth and Social Benefit; and Business Model Performance. The final session heard papers regarding: Consumer-Orientated Analysis; On-Line Services; Market Evolution; and NGN and Net Neutrality. The second day was concluded by a dinner at Friends Restaurant with some modern Australian dining including terrine of kangaroo with macadamia nut dressing, West Australian marron, barramundi and locally grown beef. Entertainment was provided by Earl Cole singing some of Dean Martin's greatest tunes.



The final day began with a parallel session which canvassed: Broadband Network Studies; Mobile Service Markets; and Regulation and Regulation and Performance. This was followed



by a Scientific Symposium focusing on Forecasting Broadband Markets. After lunch a Concept Economics Session was held to discuss the Australian National Broadband Network, a proposed high speed internet network spanning the largest island country in the world. The final parallel session included papers on: Regulation and Security; Consumer Demand; and the Digital Economy. To finish off the day, presentations were made to the winners of the James Alleman Best Student Paper Prize. First prize was awarded to Ms Se-Ju Ku, from the Department of Economics, Korea University. Her paper was titled *An investigation of consumer's preference for digital cable broadcasting service: A choice experiment study*. Second prize went to Ms So-Yoon Kwak, also from Korea University, for her paper *Consumers' willingness to pay for the 4th generation mobile communications service*.



James Alleman with Student Prize winner Se-Ju Ku.

ITS Chair, Erik Bohlin then closed the conference, congratulating all and sundry for their outstanding efforts and urged those present to meet again next year at ITS2010Tokyo.



1st Europe - Middle East - North African Regional Conference (20th European Regional Conference), Bahrain

The first ITS conference in the Middle East and North Africa region was convened in the Kingdom of Bahrain, October 26-28. The Telecommunications Regulatory Authority (TRA) of the Kingdom of Bahrain convened the conference in a central business hotel in Bahrain. The conference theme was *Telecommunications in the Broader Society: Maximising the Benefits and Reducing the Risks*. The conference provided a platform to discuss the issues which are not only internal to the telecommunications sector, but also relate to the interaction between this sector and more general economic growth, international trade, addressing the needs of low income people or people with special needs, and links to environmental issues.

The conference was opened by the TRA Chairman Dr. Mohammed Al Amer, TRA Director General Alan Horne, and ITS Chairman Erik Bohlin. A plenary session followed with Professor Martin Cave, University of Warwick, Professor Johannes Bauer, Michigan State University, Director General Alan Horne, TRA and a representative from the local industry, Fahrad Al Shirawi, 2Connect.

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Reports from ITS Supported Conferences in 2009 (cont'd)

The conference program was quite comprehensive, with three parallel sessions and with about three papers in each session. The number of conference attendees were high, more than 100 persons from more than 25 countries around the world. Yet, the atmosphere of the conference was very enjoyable and personal. Both in the actual sessions and during coffee breaks, there was ample opportunity for interaction and discussion. The sessions ended typically with rather long and stimulating discussion on the papers. In addition, the conference offered two additional stimulating plenary sessions, on next generation access (convened by Dr. Karl-

Heinz Neumann, WIK), and a regulatory roundtable (convened by Dr. Ulrich Stumpf, WIK). The conference ended with a warm thanks to TRA and all others supporting the conference by ITS Vice Chair Dr. Brigitte Preissl.

The conference did not offer only a strong scientific program and engaging plenary sessions, but the social events displayed all the hospitality, culture and generosity that is part of the collective understanding of the Middle East. At one event, traditional songs and dances were performed in old-style clothes with old-fashioned instruments, while the conference attendees were eating the

most marvelous food, inside a Bedouin tent under the clear night sky in a desert area outside Bahrain. At another event, the conference delegates were provided a sumptuous meal inside a castle patio, with living water and a fountain in the midst that gave some refreshing feeling in the warm evening.

The conference captured hearts and minds, and those of us who participated cherish many fond memories of Bahrain's hospitality, culture and generosity. The event took place in the best possible spirit of ITS: scientific interchange, new research results, professional networking and new friendships.

Other Conference Reports

PTC 09 Collaborating for Change



PTC 09 attracted 1136 attendees, 159 speakers over 37 sessions and was supported by 34 corporate sponsors. The conference focused on the vital role of collaboration in bringing new communications services to market. Simultaneously highlighted was the impact that collaborative efforts have on the industry, while featuring the importance of collaboration as the means by which ever more complex systems and services are developed and distributed.

PTC 09 was held in January 2009 in the middle of the Global Financial Crisis. Nevertheless, companies reported that telecommunications, especially at the wholesale level, was riding through the economic turmoil with relative stability. Presenters pointed out that information and communications technology (ICT) and services have become more deeply

integrated into the business and social practices of companies and individuals. As a result, these commitments are among the last to experience cutbacks. Even more promising is the news that new markets and applications are still coming on line.

In China, telecommunications use continues to expand, though growth rates have slowed. Newly reorganized China Unicom reported that currently there are 990 million phone subscribers in China, with 640 million mobile and 350 million fixed line subscribers. There are also 298 million Internet subscribers, including 80 million Broadband and 70 million mobile Internet subscribers.

Japanese speakers reported there were 103 million mobile subscribers across Japan, with 86% on 3G phones, the highest percentage of any nation. A new Japanese company, EMOBILE, is offering 7.2Mbps mobile Internet at a flat rate maximum of US\$50 per month. Even by Japanese standards this is a breakthrough in price/performance levels.

Ken Zita, a PTC Officer and Telecommunications Analyst, said that the arrival of very high-speed and all-IP mobile networks is imminent. So-called 4G will transform markets

and the mobile services paradigm worldwide. He noted that Long Term Evolution (LTE) field tests had achieved "Ultrabroadband" speeds of 160-250Mbps downstream, 50 Mbps upstream. Some are forecasting commercial shipments beginning in the second half of 2009.

The picture in the United States is not so rosy and Researchers have hinted at some reasons. The PTC's prestigious Jussawalla Research Prize went to Professor Rob Frieden of Penn State University. Frieden's paper was titled: *"The Spin in Broadband Statistics: How the FCC Makes False Assessments of Next Generation Network Deployment in the United States."* According to Frieden's analysis, the FCC has consistently skewed its statistical reporting to exaggerate the availability of Broadband communications throughout the United States.

For example, the FCC had been using the relatively low threshold of 200Kbps in one-direction as its definition of Broadband. Although that was increased last year to 768Kbps, it is still below the 1990s industry view of Broadband as a T-1

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Other Conference Reports (cont'd)



rate of 1.544Mbps. In contrast, global leaders Korea and Japan provide widespread Broadband access at rates of 100Mbps.

Also, Frieden's report stated that the FCC counts an entire ZIP code as having Broadband as long as there is one Broadband connection. Since connections to school districts through the E-Rate program cover most areas in the country, the FCC considers those areas to have Broadband, even though high-speed connections may not be available to the average consumer or business.

Frieden also mentions that the FCC considers satellite Broadband availability to be a viable competitor to incumbent Broadband carriers nationwide, negating the need for proactive regulatory policies, even though Satellite Broadband is considerably more expensive than Broadband provided by the incumbent telecommunications companies.

Conference attendees expressed considerable frustration with United States progress toward world standards for Broadband innovation. The FCC leadership in the Obama administration will be faced with significant pressure to update U.S. policy.

The conference provided the feeling that despite economic stress, the ICT sectors will continue to strive for discovery and prosperity. The good news is that innovations are under way worldwide. The bad news is that it may take longer for them to arrive at widespread global availability, including the United States.

For more information regarding PTC or the PTC' 10 conferences, please see the following link: www.ptc.org.

(Report courtesy of Jay Gillette and Network World)

European Communications Policy Research Conference (EuroCPR) 2009

EuroCPR 2009 took place 29-31 March in Seville, Spain. The Conference was hosted by the Regional Ministry of Innovation, Science and Enterprise of Andalusia and was organized in collaboration with the Institute for Prospective Technological Studies (IPTS), one of the seven research institutes of the European Commission's Joint Research Centre (JRC).

EuroCPR 2009 was a successful and well-attended Conference, with high-quality papers. As in past years, the format of the annual EuroCPR Conference was deliberately kept small, encouraging a high level of interaction among a mix of senior experts and young talents from academia, policy makers and industry. This year's theme focused on the mobile communications sector and the medium term information society policy developments expected in Europe and other parts of the world.

The Conference started on Sunday afternoon with Ken Ducatel and Martin Cave as the keynote speakers. The speakers and their discussants debated the key challenges facing the European mobile sector after 2010 and the implications they raise for competitiveness, regulation and public policy. The following day, a panel of distinguished speakers presented their perspectives on the latest facts, figures, and policy challenges of the mobile communication sector in the US, Africa, Asia, and South America. This 'Global Session' proved timely and stimulating. It raised many interesting questions and contributed to an active dialogue among participants.

Over the two full days of the Conference, a number of high-quality papers were presented, grounded in the latest empirical evidence and thought-provoking theoretical research. Topics included: the Regulation of Mobile Platforms; New Roles of Users; the Prospects of Mobile TV and Changes in the Policy Mix for The Future of Roaming. Of particular interest was the session on Environmental Sustainability and Mobile ICTs, which sought to address the policy challenges of competitiveness and energy efficiency. The discussions continued till late that night over a magnificent Spanish dinner sponsored by IBBT, the Interdisciplinary Institute for Broadband Technology based in Flanders, Belgium.

The 'Industry Session' opened the third and final day of the conference. Senior Officials from major industry players, Nokia and Skype, gave their views on how the industry is likely to develop over the next few years and, in that respect, how their strategies are being shaped by changes in technology and regulation. The Conference ended with a global dialogue on communications policy matters. Academics, industry representatives, consultants, and policy makers discussed collaboration between the 'family of CPR conferences' from around the world, TPRC, EuroCPR, CPRSouth, ACORN and CPRAfrica.

The Georgetown Centre for Business and Public Policy Conference

The Georgetown Centre for Business & Public Policy Conference was held on April 17th, at the National Press Club. The horizon for wireless technologies and innovation was the conference focus. Entitled Wireless Technologies: Enabling Innovation and Economic Growth the conference brought together interested academics, economists, industry insiders, and government officials. The event was co-hosted by the Georgetown Center for Business and Public Policy at Georgetown

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Other Conference Reports (cont'd)

University and the Center for Research on Telecommunications Policy at the University of California, Berkeley.

The conference opened with brief introductory comments from John Mayo (Executive Director of the Georgetown Center for Business and Public Policy), and Glenn Woroch (Executive Director of the Center for Research on Telecommunications Policy). The keynote address was made by Steve Zipperstein (General Counsel and Vice President of Legal and External Affairs at Verizon Wireless). Mr. Zipperstein opened the conference by speaking about the urgent need for allocating spectrum to public safety officials, to enhance their response times and effectiveness.

Subsequently, the state of the wireless sector in the U.S. was discussed by the first panel of the day. Including discourse from Ingo Vogelsang (Boston University), and Gerald Faulhaber (University of Pennsylvania), with Glenn Woroch acting as moderator. Dr. Faulhaber spoke about the economic and social impacts of mobile telephony, highlighting the rapid growth in wireless only households in the United States. Finishing the session,

Dr. Vogelsang presented his findings from a survey on the relationship between mobile and fixed line communications.

The second panel of the day, which included economists from the European Investment Bank, LECG, and ETLA addressed the impediments and facilitators for adoption of wireless innovation. Dr. Harald Gruber (European Investment Bank) presented his research into the diffusion of innovations in mobile communications, which discussed the different drivers of innovation and the effects of competition on advancing technologies. Royalty stacking was discussed by Dr. Anne Layne-Farrar, noting a trend amongst firms operating in the 3G market. Dr. Heli Koski spoke of her research into mobile handset production; conclusions drawn by Dr. Koski indicate new product introductions increase the value of firms in a technologically dynamic and constantly evolving market.

The third panel comprised of academics from the Technology Policy Institute and MIT and an economist from the Federal Communications Commission, who discussed emerging wireless

technologies and enabling spectrum policy. Discussant, Tom Hazlett (George Mason University), offered commentary on the panelists' research. Scott Wallsten and John Mayo's research highlighted the importance of a secondary spectrum market in efficient wireless communications, as well as the need for more advanced research into this area.

The final panel of the day discussed structural change and regulatory intervention in wireless markets. The role of net neutrality in market concentration, and voice and data communication pricing was canvassed by panelists Brendan Cunningham (U.S. Naval Academy), and Greg Rosston (Stanford University).

Concluding the day's discussion representatives from CTIA, economists from the Federal Communications Commission and AT&T reflected on the outlook for innovation and growth within the industry.

For more information about the wireless technologies conference or upcoming events, please visit the Georgetown Center for Business and Public Policy's website at <http://cbpp.georgetown.edu/>.

Spotlight on Publications

Telecommunications Policy to become ITS Membership Journal

As mentioned in the last issue of Interconnect, the ITS in 2009 cemented a close relationship with the Elsevier journal *Telecommunications Policy*.

Since 1 January 2009 there has been a new Editorial team in charge of this highly regarded journal. Editor-in Chief is Erik Bohlin, Professor and Head, Technology and Society Division, Chalmers University of Technology in Sweden. Erik is of course also Chairman of the ITS. There are two Associate Editors: Professor Johannes Bauer, Michigan State University, and Professor Gary Madden, Curtin Business School. Both are well known in ITS. Gary



is also the Chairman of the Publications Committee of ITS and is a Professor of Economics and Director of the Communication Economics and Electronic Markets Research Centre (CEEM) in the Curtin Business School at Curtin University of Technology, Perth, Western Australia. Johannes is Professor in Telecommunication, Information Studies and Media, Director of Special Programs, Quello Center for Telecommunication Management & Law at Michigan State University. Johannes has actively

participated in the ITS Board for a number of years and a frequent speaker at many international conferences. An additional member of the new team is Warren Kimble as Managing Editor. Warren is a Research Associate alongside Gary at CEEM and is actively involved in ITS activities being the Conference Co-ordinator for the 4th Africa-Asia-Australasia Regional Conference (Perth, 16-18 August). The journal's International Editorial Board includes many active ITS members some also being ITS Board members.

Erik said recently that the Editors were very encouraged by a recent rise in the standing of the journal. Figures

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Welcome to New ITS Global Sponsor and Board Members

New Global Sponsor

AT&T Labs Research



ITS has recently welcomed a new Global Corporate Member in AT&T Labs Research.

AT&T Labs Research is part of the AT&T organization that delivers a wide range of communications and information services to millions of users around the world. These services range from industry-leading networks, to cloud computing, to mobile applications, to entertainment services.

In these dynamic marketplaces, invention and innovation are keys to growth. AT&T Labs Research is at a nexus of opportunity for leading invention and driving innovation.

Fulfilling this mission requires a creative mix of talented people with access to challenging, real-world problems.

Their researchers are recognized leaders in many computing disciplines, and their expertise is valued in Research's close collaborations with other AT&T organizations, including development, network and service operations, corporate and regulatory strategy, and business development.

AT&T Labs Research concentrates on four main areas:

- (a) Computing and Communications Foundations (including such topics as Algorithms, Artificial Intelligence, Communication & Information Theory, and Cryptography & Security amongst others)
- (b) Networking and Software Systems (including Computer Graphics, Computer Hardware & Architecture, Dependable & Secure Systems, IP Telecom Software & Services, Mobile Computing & Services, Network

- Design, and much more)
- (c) Information and Intelligent Systems (including Data Management, Data Mining, Entertainment Services, Human-Computer Interaction, and Video & Multimedia Services)
- (d) Society and Technology (Healthcare, Privacy, Social Networks, Sustainability)

New Board Members

Aniruddha (Andy) Banerjee

ITS has the pleasure of welcoming Andy Banerjee back to the Board. He previously served as a corporate member representing first National Economic Research Associates, Inc. (now called NERA Economic Consulting) and then between 2006 and 2008, Analysis Group, Inc. This time he has been elected as an individual member of the ITS Board. Andy is currently Senior Vice President of Centris.

Formed in 1997 as the first Omnibus Consumer Research Program to focus on the household inventory of communication and entertainment products, Centris has broadened its focus to become a leading market intelligence provider to organizations that provide voice, video, and data services. Today, Centris provides a portfolio of marketing research programs to the top media content providers, communication platform companies and financial institutions offering mobile commerce services in the United States.

Andy heads the Centris U.S. Wireless Insights Program - conducting a quarterly consumer survey on wireless consumption, analyzing data, producing syndicated reports and providing custom consulting. He also conducts price elasticity and willingness-to-pay studies, and has designed a survey to track the consumption of video content over wireline and wireless platforms and social networking sites. Welcome back Andy.

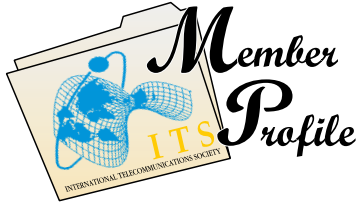
Sam H. Parker

The ITS is pleased to welcome a new Corporate Member to the Board as a representative of the newest Global Corporate Member AT&T Labs Research.

Sam Parker is the Executive Director of AT&T's Management Systems Center which is the internal management consulting organization located within AT&T Labs Applied Research. The Center provides quantitative business planning and market analysis support to strategic and tactical marketing initiatives in all of AT&T's business units.

Since joining AT&T, Mr. Parker has been involved in managing a variety of projects in areas of network planning, new product planning, marketing information systems and market analysis. From 1991 to 1999 he led the Global Marketing Systems Center as part of AT&T's International Operations Division. His market planning experience has included studies of new telecommunication products such as fiber optic systems and digital switching systems and services such as Software Defined Networks. Much of his career at AT&T has focused on improving methods and processes by which customer needs are combined with R&D innovation to design and develop profitable products and services.

Mr. Parker is a member of the IEEE, the American Physical Society, and INFORMS. He is a member of the advisory board of the Institute for the Study of Business Markets, a Trustee of the Marketing Science Institute, and a former member and vice-president of a local school board. He graduated from Case, obtained his Ph.D. in Experimental Physics from the University of Pennsylvania and has lectured in several MBA programs. In his spare time he enjoys racing sailboats.



Christian Dippon



Chris Dippon is a Vice President in NERA's Communication Practice. He specializes in the economics, business, and regulation of the communications and high-tech industries, and the evaluation of economic damages in telecommunications litigation disputes. He advises his clients on complex communications litigation and policy matters and provides strategic advice to cope with changes in competition, regulation, and technology. As well as chairing on the Board of ITS Chris is also on the board of International Intellectual Property Institute (IIPI) and the Editorial Board of *Telecommunications Policy*. He is a member of the American Economic Association and the Federal Communications Bar Association.

Chris has extensive testimonial experience, including depositions, expert testimonies before state and federal courts, the Federal Communications Commission, the International Trade Commission, numerous state commissions, and an antitrust authority. Recently, he testified in a jury trial in US state court where his testimony was a key component of his client's win in a major wireless class action lawsuit. Chris has consulted to clients in the United States, Canada, Japan, the

United Kingdom, China, Brazil, Singapore, Hong Kong, Spain, Israel, the Dominican Republic, Korea, Indonesia, and Australia.

With over 13 years of experience, Chris is an expert on telecommunications specializing in wireline, wireless, cable and emerging technologies. His clients call on him for his expertise with local exchange carriers, wireless operators, long distance carriers, Internet service providers (ISPs), cable operators, mobile network operators (MNOs), virtual mobile network operators (MVNOs), VoIP providers, and emerging players of WiFi, WiMax, video broadcasting. He has worked on a wide range of issues in the communications sector, including mergers and acquisitions, spectrum auctions, the evaluation of IP damages, allegations of antitrust violations, regulatory matters, assessment of competitive market conditions, consumer class action lawsuits, breach of contract disputes, convergence and business strategies, demand forecasting, pricing, and other complex commercial disputes.

A book on mobile virtual network operators (MVNOs), numerous articles on wireless and wireline competition and strategies, and frequent lectures in these areas at industry conferences, continuing education programs for lawyers and at universities appear on his curriculum vitae. Most recently, he was the co-editor of The K&L Gates-NERA Global Telecom Review, a book by NERA and law firm K&L Gates that presents insights from a diverse range of legal, economic and industry professionals from markets around the globe, highlighting some key aspects and debates that shape the ever-evolving telecommunications industry. Chris works have been cited by national and international newspapers and magazines, including Financial Times, Business Week, Forbes, Chicago Tribune, Competition Law 360, and Sydney Morning Herald.

Spotlight on Publications (cont'd)

from the recently released Thomson Reuters 2008 Journal Citation Reports show that Telpol's impact factor has risen from 0.593 to 1.244. This places the journal's ranking at 11 of 43 titles in the 'Communications' Subject Category. While this improvement in the standing of the journal was obviously the result of the tireless work and dedication of the previous editorial team under Doug Pitt, the new editors are committed to further building on the 2008 figures to ensure *Telecommunications Policy* continues to provide the highest possible quality international avenue for ITS members and others interested in knowledge infrastructure development, management and regulation to disseminate the results of their research.

Information about *Telecommunications Policy* may be found at: http://www.elsevier.com/wps/find/journaldescription.cws_home/30471/description

Starting in 2010, all ITS members will receive print copies of *Telecommunications Policy*, based on the addresses provided at ITS registration, unless updated.

An offer from *Communications & Strategies*, the earlier ITS Journal, will also be made available to the ITS members.

New ITS Logo

The ITS Board and the Executive Committee has evaluated new logo types for ITS. Find here the new logo design that will be used starting in 2010!



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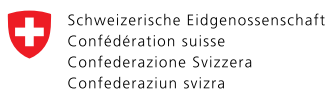


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