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Message from the Chair

Dear ITS Members,

Yet another remarkable year with ITS has passed. ITS has enjoyed several great regional events, new relationships, cheerful volunteering, personal attention to quality and ITS profile, new members added, new Corporate Members, new Board Members, publication initiatives, stable finances, newsletter, ITS Web, ITS brochure, ITS journal - to name a few happy situations.

Allow me to remark on the two recent ITS regionals. First out, Professor Gary Madden and his staff did their utmost to create a memorable event in Perth, August 26-28. I wish to express my thanks to Gary and his team for all the personal care expressed through the conference, and the conference (personalized conference kits, signed welcome letters, cheerful assistance at the site, attention to conference sponsors, generous social events, etc., etc.)! As you can read in the report below, the program had much to offer the participants.

In Istanbul, 2-5 September, Dr. Brigitte Preissl with the local organizers Dr. T. Ayhan Beydogan, Telecommunications Authority, and Prof. Izak Atiyas, Sabanci University, plus supporting staff such

continued on page 2
Student Prize

A prize for the 'Best Paper' by a student will be presented at the Conference.

Conference Publication

Electronic or paper Conference Proceedings are to be published. Selected papers will be invited to be published in book form. The Committee is also seeking to publish a Special Issue of a telecommunications journal comprised of selected papers.

Key dates

February 1 Authors notified of paper acceptance
May 1 Papers due
May 15 Last day for early registration

Montréal

Montréal is Canada’s second-largest city and is located in the south of Quebec province. The city is also the second-largest French speaking metropolis after Paris.

Montréal is a ‘green city’ with summer temperatures averaging a comfortable 18-20 degrees Celsius, providing an ideal opportunity to enjoy the city’s wonderful scenery from atop Mont Royal and to experience its unique cultural blend whilst exploring its beautiful streets.

The blending of the spectacular North American skyline of glass and concrete skyscrapers with centuries old European buildings reflects Montréal’s vibrant mix. Downtown Montréal, where the Conference venue is located, has many restaurants, hotels, bars and extensive shopping opportunities. This unique underground city links boutiques, hotels, restaurants, universities, office buildings, theatres, cinemas and attractions across the city through an underground pedestrian network.

For further information, please visit the conference Web site at: http://www.its2008montreal.org.

Message from the Chair (cont’d)

as Ms. Saskia Wagner and Ms. Franziska Schubert created a fine and memorable event. Also the program committee who double-blind reviewed more than 170 abstracts did a lot to enhance the program and papers. I wish to express my especial thanks to our Board Members Brigitte Preissl and Ayhan Beydogan for making the event such a success.

Since the last Interconnect, I am glad to report on the addition of new ITS Board Members: Dr. Reinhard Wieck, Professor Yu-li Liu, and Dr. Christopher Huther. These new Board Members will contribute much to the ITS mission and objectives.

Moreover, new Corporate Members have joined ITS since the last Interconnect: Deutsche Telekom has upgraded its status to become Global Member; National Telecommunications Commission of Thailand has become Global Member; Sheppard Mullin Inc. has become a Global Member. ITS will benefit from their support.

Looking forward into 2008, we have:

- ITS Biennial in Montréal, 24-27 June
- ITS Regional in Rome, 18-20 September
- plus the continuation of other ITS activities, publications, relationships and initiatives.

The year of 2008 promises to be another exciting year with ITS!

Sincerely,

Erik Bohlin
Upcoming Events

**ITS 2008 Biennial Conference**

ITS is pleased to announce that the 17th ITS Biennial Conference will be held in Montréal, Canada, June 24-27, 2008, and is co-hosted by the Université de Sherbrooke and TELUS. Principal Organizers are Chair of the ITS2008 Organizing Committee, Professor Anastassios (Tasos) Gentzoglanis (University of Sherbrooke) and Co-Chairs Stephen Schmidt (TELUS) and Stanford (Sandy) L. Levin (Southern Illinois University Edwardsville). For further information, please visit the conference Web site at: http://www.its2008montreal.org.

**International Symposium on Forecasting (ISF)**

The International Institute of Forecasters will present the 28th Annual Symposium on Forecasting on the theme of Information Communication Technology (ICT) Forecasting in a Digital World in Nice, France, June 22-25, 2008.

At ISF2008, presentations are to be made in invited ICT Sessions by Society Members James Alleman, Andy Banerjee, Russel Cooper, Gary Madden, Paul Rappoport, Miriam Scaglione and Wojciech Szewczyk. Brigitte Preissl’s assistance in the development of this program is acknowledged. Gary Madden is to provide a Keynote Address entitled, ‘Theoretically-Motivated Long-Term Forecasting with Limited Data’. It is hoped that such joint promotion will lead to an increased interest and participation in Society events.

**19th European Regional ITS Conference**

The ITS invites you to submit an abstract for a paper to be presented at the 19th European Regional ITS Conference to be held in Rome at Luiss Guido Carli University on 18-20 September 2008.

The electronic communications sector is key component in the competitiveness of national economies, and represents a substantial part of productivity and GDP growth.

The Conference will focus on important challenges in the sector such as industry structure, spectrum policy, regulatory approaches, interconnection issues, new multi-player business models, the changing role of consumers and ways to bridge the digital divide.

Abstracts of proposed presentations should be submitted by 31 March, 2008 to its europe@diw.de or b.preissl@zbw.eu

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**Calendar of Events**

**2008**

**January**

Pacific Telecommunications Council 30th anniversary conference PTC’08: Telecom with Vision, Honolulu, USA January 13–16

**June**

28th Annual Symposium on Forecasting on the theme of Information Communication Technology (ICT) Forecasting in a Digital World, Nice, France June 22-25

ITS 17th Biennial Conference, The Changing Structure of the Telecommunications Industry and the New Role of Regulation, Montréal, Canada June 24-27

**September**

19th European Regional ITS Conference, Luiss Guido Carli University, Rome, Italy 18-20 September 2008
The Society regularly supports, with the aid of organisations around the world, regional events. These forums allow ITS Members to share and discuss their research ideas on a reasonably frequent basis. A summary of recent conferences is presented below.

**ITS 3rd Africa-Asia-Australasia Regional Conference**

The 3rd ITS Africa-Asia-Australasia Regional Conference was held in Perth, Western Australia, August 26-28, 2007. The conference was hosted by the Communication Economics and Electronic Markets Research Centre at Curtin University of Technology.

Keynote speakers included Aniruddha Banerjee (Vice President, Analysis Group), David Verrill (Director, Center for Digital Business, Massachusetts Institute of Technology), and Eli Noam (Director, Columbia Institute for Tele-Information, Columbia Business School).

The Conference attracted 108 delegates from 19 countries. In response to the Call for Papers, 70 Parallel Session papers were presented on top of the 19 Plenary Session papers.

An opportunity was offered at the Conference to address e-business issues in a regional context. It also enabled research partnerships with business to flourish.

The Committee awarded Second Prize to Wojciech Szewczyk (Macquarie University, Australia) and an Honourable Mention to Khwaja Shan-ul-Hasan Ghor (Curtin University of Technology, Australia).

The 2007 award was presented to Hyeongjik Lee (Information and Communications University, Korea) for the paper *Earnings Management of Acquiring Firms in Stock-for-Stock Takeovers in the Telecommunications Industry*. In presenting the prize, James Alleman commented that, “the paper set forth clearly the hypotheses it endeavours to prove, explores the literature on the topic, and empirically estimates if earnings were managed in the sector. The paper is unique in that it examines the process associated with the acquisition, not the ultimate effect. The framework for additional research of this type is laid. It set the stage for and suggests that regulatory review and oversight are required. The paper is concise, clear, well organized. It is a pleasure to read.”

**ITS 18th European Regional Conference**

The 18th European Regional ITS Conference was held in Istanbul, Turkey, 2-5 September, 2007. The Conference was sponsored by the Turkish Telecommunications Authority, Sabanci University and Turk Telekom. Two Plenary and 39 Parallel Sessions provided a total of 112 papers were presented. A total of 182 delegates from 29 countries and four continents attended the conference.

Delegates were extremely well looked after outside the Conference Programme with two conference dinners including a food and wine appreciation night at Restaurant Millioncino, and a fine-dining experience at the Globe Restaurant (Perth Hilton) accompanied by quality live Jazz music by Garry Lee and Lukasz Slawomirski.

The Conference would not have been possible without the invaluable support from sponsors, which included Analysis Group (USA), Electronic and Telecommunications Research Institute (ETRI, Korea), Global Competition Review (UK), NERA Economic Consulting (USA), Telstra (Australia), the Australian Competition & Consumer Commission, CRA International (Australia) and the Australian Department of Communications, Information Technology and the Arts.
Topics of discussion included next generation networks, net neutrality and vertical separation. Papers also dealt with aspects of mobile communication and the regulation of mobile markets reflecting technical developments in recent years, and a shift in usage patterns. Broadband infrastructure and broadband markets were at the focus of other sessions along with the Review of the EU Telecommunications Framework. The convergence of networks and services implies an increasing presence of media and TV-related papers in European Regional Conferences.

Highlights outside of the formal programme included a cruise on the Bosporus which revealed beautiful views of Istanbul palaces on a warm summer night and a visit to a traditional Turkish restaurant.

**DigiWorld Summit, 29th IDATE International Conference**

IDATE was founded in 1977 and is one of Europe's foremost market analysis and consulting firms, whose mission is to provide assistance in strategic decision-making for its clients in the Telecom, Internet and Media industries. IDATE has established its credibility and independence in conducting consultancy in the areas of market research, international benchmarking, strategic marketing and public policies.

The 29th IDATE International Conference was held in Montpellier, France, 14-15 November, 2007. The conference focused on 10 Key Issues selected by IDATE. Issues included net neutrality versus separation, the battle for the digital home, redefining mobile business models and how convergence affects business models. Key Conference Sponsors included France Telecom, Orange, Accenture and Alcatel-Lucent.

The Conference welcome speech was made by Hervé Novelli (Minister of State for Businesses and Foreign Trade, France). The welcome party was held at the Musée Fabre, Montpellier. Keynote Speakers included Steve Garnett (President and Co-President, EMEA), Pierre Bellanger (President, SkyRock) and Jean-Bernard Levy (CEO, Vivendi).

Every year the Conference has a guest country, and in 2007 that country was India. This structure recognises the annual growth in India chiefly being fuelled by services, and most prominently by IT services. India's growth in mobile subscriptions, with 6.5 million new customers every month, means growth momentum in this area has now overtaken China’s.

The ITS and the PTC recently signed an agreement to facilitate closer ties between the organisations to foster mutually beneficial activities in respect of information exchange and conference participation. In particular, ITS Members were offered a 15% discount on the non-member registration fee for PTC’08.

The PTC is an international, non-profit membership organisation based in Honolulu, Hawaii, U.S. with a mission to promote the development, understanding and beneficial use of telecommunications and information technology throughout the Pacific region.

The PTC is comprised of a world-wide membership that is open to those who share an interest in the development and beneficial use of telecommunications and related disciplines in the Pacific hemisphere.


The conference focused on the dramatic impact of interactive video

continued on page 6
and user-created content on telecommunications networks, markets and regulatory policy.

The skyrocketing demand for bandwidth is fuelled by the widespread adoption of residential broadband and 3G mobile networks, ubiquitous multi-media phones and the convergence of digital media distribution with traditional telecom. Digital video and IP are blurring industry boundaries, redefining who produces content, how content is distributed, and where and when the audience chooses to watch. IPTV is becoming a credible alternative to cable and video over mobile platforms is about to enter the mainstream.

Further, policy issues such as net neutrality in the U.S. are becoming urgent as once-protected markets contend with a digital media distribution free-for-all. At the same time, education, health, travel, government among other enterprises are rapidly moving toward more video use as networks develop capacity, and as applications bring more effectiveness and flexibility in more affordable ways. Further information from www.ptc.org.

The ITS Strategic Planning Committee conducted a survey regarding the ITS Journal from 1 July to 31 July 2007. The Survey intended to obtain opinions from the membership and participants regarding the ITS Journal. The information collected will be used to facilitate interactions with current or potential ITS journal publishers.

Among all participants, only 5.9% did not think a designated journal was important, while 66.2% thought a designated journal was important or very important for members (see Figure 1).

Of further interest was the finding that respondents are supportive of having an on-line version of Communication and Strategies, and would prefer to have both a printed version and an on-line version, but not necessarily if it meant increased ITS membership fees.

Note to ITS Members

ITS Members are required to advise the Secretariat of any postal address or email changes (email details to secretariat@itsworld.org).

Mailing and email lists of ITS Members need to be kept up to date and any changes that are reported would be of great benefit to maintaining these lists in proper order.

Please also advise the Secretariat if you are not receiving your copy of Communications and Strategies. Details of recent issues may be found at: http://www.comstrat.org

ITS Journal Survey Outcomes

The ITS Strategic Planning Committee conducted a survey regarding the ITS Journal from 1 July to 31 July 2007. The Survey intended to obtain opinions from the membership and participants regarding the ITS Journal. The information collected will be used to facilitate interactions with current or potential ITS journal publishers.

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Figure 1 - Response to, “Do you think a designated journal is important for ITS members?”
The most recent ITS Board Meeting was held on the 2nd of September in Istanbul.

The following important issues were discussed.

**Nominations and Membership Committee**

- There is an increasing number of members joining over the Internet
- The recent Perth conference has been successful in generating new members
- Several potential new Global Members are in the process of completing membership due to the personal efforts of ITS Board Members

**Finance Committee**

- Concerns were raised about the high and increasing costs of liability insurance faced by the Society, due to external developments such as 9/11
- The need to accumulate funds for ‘bad times’, and the requirement to keep certain amounts aside for running expenses and the calculation of such a buffer was discussed

**Publications Committee**

- A motion that all ITS events be encouraged to include in their proposal a plan for subsequent publication was unanimously approved
- A motion that Biennial meetings should generally include in their proposal a budget for the publication of a book which gives ITS adequate visibility was unanimously approved

**Conference Committee**

- The Conference Committee revised the Conference Guidelines for ITS events and for joint events with other organisers. The revised guidelines will help to explain and support the Organisers and to check whether their applications meet the requirement of ITS
- The motion to approve the Conference Guidelines for events sponsored by ITS was unanimously approved

**Strategy Committee**

- That results of the ITS Journal Survey was discussed with a view to find improvements for the members
- It was proposed that Interconnect be used to check whether Members have received Communication and Strategies

**Marketing and Promotions Committee**

- The Committee produced a new brochure to provide greater visibility for the Society and better explanation of the benefits of Membership, especially for Corporate Members
- Consideration was given to the need to more frequently update information in the brochure the desirability of having the brochure distributed at conferences of other Organisations

**Web Development Committee**

- Updates on the innovations of the past 12 months were given, such as the introduction of blog listings
- Issues raised included the accessibility and usability of the Web site for people with disabilities and creation of a ‘What’s New’ section on the Web page

**Biennial Conference 2008**

- All Board Members are motivated to support the Conference Committee by promoting the Conference
- A total of 300 hotel rooms are now booked for the Conference. The capacity of the conference is 500-600 participants, with 8 Parallel Session rooms for Break-Out sessions
- A discussion of Participants/Keynote Speakers from India, China and Russia as the most important emerging markets
- A Board Meeting will be held in Montréal on Tuesday the 24th of June in the Conference Hotel

**Further ITS Conferences**

- The next European ITS regional conference is planned to held in Rome, in 2008. Expressions of interest for conferences in 2009 and 2010 are already being prepared.
- Any planned conference needs to proceed through a full proposal to the Conference Committee with a vote to be taken on any proposals during the meeting of the board in Montréal, 2008
Welcome to New Society Global Sponsors and Board Members

**Board Members**

**Reinhard Wieck**

Richard is Executive Vice President, Deutsche Telekom Group Headquarters in charge of Corporate Academic Affairs in the Government Relations and Regulatory Strategy Division. Previously, Reinhard held several positions at Deutsche Telekom Group Headquarters in the Corporate Strategy, Regulatory Strategy and Competition Policy division from 1992 to 2004.

Mr. Wieck looks back on an equally long and distinguished academic career. Following his graduation from the Department of Economics, University of Hamburg, he first served as a research assistant at the Institute for Industry and Trade Policy from 1979 to 1982 before joining the Department of Law and Economics at the University of Pennsylvania, Philadelphia as Associate Fellow. Upon his return to Germany, he became a Senior Economist at the Max-Planck-Institute for International and Foreign Private Law in Hamburg, a position he held from 1984 to 1992.

**Yu-Li Liu**

**Yu-Li Liu is a Commissioner for the National Communications Commission of Taiwan.**

Yu-Li’s academic record includes a BA in English from Tamkang University in 1980, an MA in Communication from Washington State University in 1983 and a PhD in Telecommunications from Indiana University in 1992.

Ms Liu’s professional experience is extensive. She worked as a Director of Radio Taiwan International, Consultant to the Telecommunication Council, Commissioner of The National Press Council of the ROC and as a Professor of Radio and Television at National Chengchi University, among many other positions.

Yu-Li Liu’s areas of speciality include the regulations and policies of electronic media, new technologies in communications, satellite and cable television, media management and administration, digital media and broadband Internet, integration of media, telecommunications and the Internet as well as telecommunications.

**Christopher S. Huther**

Christopher is a partner at the Business Trials Practice Group for Sheppard Mullin, who recently become an ITS Global Sponsor. His practice areas are entertainment, media and communications within the aviation and entertainment, media and communications industries. Mr. Huther advises and represents domestic and international telecommunications companies in litigation and other matters involving local telephone competition and policy, interconnection and universal service.

Mr. Huther has counselled clients in organising their businesses, compliance with State and Federal regulations, the development of regulatory strategies, the negotiation and drafting of interconnection and service agreements, and has substantial experience in the development, defence and critique of telecommunications cost models and methodologies. He has extensive civil and criminal litigation experience and regularly appears before federal and state trial and appellate courts, the Federal Communications Commission and other federal agencies, and state utility commissions.

**New Global Sponsors**

**National Telecommunications Commission of Thailand**

The National Telecommunications Commission of Thailand (NTC) has joined the Society as a Global Corporate Member. The NTC consists of seven members recognised and respected with knowledge, experience and expertise in telecommunications, education, culture, economics, public law, security, science and technology. The NTC is the first independent Thai telecommunications regulator, whose duties and responsibilities are to regulate telecommunications services in Thailand through formulating a Master Plan on Telecommunications Activities, setting criteria and categories of telecommunications services, permitting and regulating the use of spectrum for telecommunications services, and granting licenses to the telecommunications operators.

At the outset, the NTC started mapping out an Action Plan aimed at regulating and promoting national telecommunications services on a free and fair basis. The Action Plan focuses on creating transparency and non-discrimination in telecommunications services, enhancing public participation, balancing and making the best use of telecommunications resources and building telecommunications technology to support sustainable growth of the domestic telecommunications industry. Specific NTC duties and responsibilities include permitting and regulating the use of spectrum for telecommunications services, setting telecommunications licensing requirements and procedures, setting standards and required technical specifications, as well as formulating criteria on consumer protection.

**Sheppard Mullin**

Sheppard Mullin is an AmLaw 100 firm, with approximately 480 attorneys practicing in ten offices located in California, New York, Washington D.C and Shanghai. The firm was started in 1927 under the name of Haight & Mathes.
ITS Board Committees  
January 2008

Conferences and Seminars  
Teodosio Pérez Amaral (Chair)  
James Alleman, Hidenori Fuke,  
Yves Gassot, Vianney Hennes,  
Anders Henten, Hitoshi Mitomo,  
Karl-Heinz Neumann, Glenn A.  
Woroch, Xu Yan, Chang-Ho Yoon

Finance  
Leland Schmidt (Chair)  
Koichi Araki, Christian Dippon,  
Heikki Hammainen, Christopher  
Huther, Patricia Longstaff,  
Ernst-Olav Ruhl

Marketing and Promotions  
Andrea Kavanaugh,  
Patricia Longstaff (Co-Chairs)  
Lucy Firth, Stanford Levin,  
Stephen Schmidt

Membership and Nominations  
Stanford Levin (Chair)  
James Alleman, Ernst-Olav Ruhle,  
Joao Confraria Silva, Hon. Susan  
Simon, Esq., Reinhard Wieck,  
Chang-Ho Yoon

Publications  
Gary Madden (Chair)  
Aniruddha Banerjee, Johannes  
Bauer, Teodosio Pérez Amaral,  
Brigitte Preussl, Lorenzo Pupillo,  
Glenn Woroch, Xu Yan

Strategic Planning  
Xu Yan (Chair)  
Loretta Anania, Johannes Bauer,  
T.Ayhan Beydogan, Yu-Li Liu, Ting  
Jie Lu, Ernst-Olav Ruhle, Masatsugu  
Tsuji, Sudharma Yoonaidharma

Web Development  
Stephen R. Schmidt (Chair)  
Johannes Bauer, Lucy Firth,  
Andrea Kavanaugh, Brigitte Preussl,  
Paul Richards

Note: The Chair and Vice-Chair are  
ex-officio members of ITS Committees.  
Respective Committee Chairs need to  
inform ex-officio members collectively of  
any significant Committee activity.

Sheppard Mullin’s list of clients is  
impressive, including Guinness Draught,  
Kraft, DHL, MasterCard, Pepsi and Samsung.  
Individual practice areas include intellectual  
property, environmental, white collar  
civil fraud defence, communications and  
international business.

Sheppard Mullin actively seeks to  
promote diversity in its workforce.  
As well as this, Sheppard Mullin have  
compiled an admirable record in  
providing community service and  
legal services to those in need.

Upgrading of status

Deutsche Telekom offers millions of  
private and corporate customers  
globally the entire spectrum of modern  
technology and telecommunications services -  
whether fixed-network, wireless  
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business customers.

Benefit for the customer is at the  
centre of all of Deutsche Telekom’s  
activities. The goal is to make  
Deutsche Telekom the best and most  
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industry. That means products and  
services tailored to the customer’s requirements,  
first-class network  
quality and a considerable  
 improvement in efficiency.

Welcome to New Society Global  
Sponsors and Board Members (cont’d)

Anders Henten

Anders Henten is an Associate  
Professor at the Center for  
Information and Communication  
Technologies (CICT) at the  
Technical University of Denmark. Anders is  
a graduate in communications  
and international development  
studies from Roskilde University  
(Denmark) and received his  
Ph.D. from the Technical  
University of Denmark. He has  
published work in more than 175  
academic publications in  
international journals, books,  
anthologies and conference  
proceedings. Anders has  
frequently filled highly-regarded  
academic posts including  
Membership of the European  
Communication Research and  
Education Association,  
International Association of  
Media and Communication  
Researchers and the European  
Research Cooperation Network.  
He has been involved in many  
research projects financed by  
such bodies as the European  
Community, the Nordic Council of  
Ministers and the Danish  
Research Councils and Ministries.  
Anders’ principal research areas  
include telecommunications  
regulation, ICT innovation,  
service innovation and  
internationalisation and socio-  
economic implications of ICT.

Deutsche Telekom
ITS Board of Directors

Prof. James Alleman
Emeritus Professor of Economics
University of Colorado  USA

Loretta Anania
(Past ITS Chair)
Scientific Officer
Networked Media Unit
European Commission
DG Information Society  BELGIUM

Vianney Hennes
Senior Vice President European and International Regulation
France Télécom - Brussels  BELGIUM

Prof. Juergen Mueller
Berlin School of Economics (FHH)
Berlin  GERMANY

Lisbon  PORTUGAL
Catholic University of Portugal
School of Economics and Business
Director, Centre for Applied Studies
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Glasgow  SCOTLAND
University of Strathclyde
Professor of Computer Science
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Kyoto  JAPAN
University of Kyoto
Research Professor
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Yves Gassot

Tokyo  JAPAN
Komazawa University
Faculty of Global Media Studies
Prof. Hidenori Fuke

Darwin  AUSTRALIA
Community Services
Department of Health & Acute Care Division
Director System Performance
Lucy Firth

Dr. Aniruddha Banerjee
Vice President - Analysis Group, Inc.
Boston  USA

Komazawa University
Faculty of Global Media Studies
Prof. Hidenori Fuke

Commerzbank  GERMANY
Senior Vice President
Jochen Hengsthorst

Prof. Johannes Bauer
Department of Telecommunication,
Information Studies and Media
Michigan State University  USA

Christopher S. Huther
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Professor of Information Management
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T. Ayhan Beydogan
Member of the Board
Telekomunikasyon Kurumu
Telecommunications Authority  TURKEY

Stanford Levin
(Membership & Nominations Committee Co-Chair)
Emeritus Professor of Economics
Department of Economics and Finance
Southern Illinois University
Edwardsville - St. Louis USA

Brigitte Preissl
(ITS Vice Chair)
ZBW – Deutsche Zentralbibliothek
für Wirtschaftswissenschaften
Leibniz-Informationszentrum
Wirtschaft
Hamburg  GERMANY

Prof. Yu-li Liu
Department of Radio & TV
National Chengchi University
Taipei TAIWAN

Lorenzo Pupillo
Executive Director
Public Strategies, Public Affairs
Telecom Italia
Roma ITALY

Prof. Ting Jie Lu
Dean, School of Management and Economics
Beijing University of Posts & Telecom (BUPT) - Beijing CHINA

Paul Richards
Senior Regulatory Economist
Regulatory Affairs Department
London UNITED KINGDOM

Prof. Gary Madden
(Publications Committee Chair)
Communication Economics & Electronic Markets Research Centre
Curtin University of Technology
Perth AUSTRALIA

Ernst-Olav Ruhle
(ITS Secretary)
Managing Director
JUCOMONY Consulting AG
Dusseldorf GERMANY

Prof. Xiaoyao (Jerry) Jiang
Information Management
Beijing University of Posts & Telecom (BUPT) - Beijing CHINA

Leland W. Schmidt
(ITS Treasurer and Finance Committee Chair)
Gilford USA

Stephen R. Schmidt
(ITS Secretary)
Managing Director
JUCOMONY Consulting AG
Dusseldorf GERMANY

Paul Richards
Senior Regulatory Economist
Regulatory Affairs Department
London UNITED KINGDOM

Leland W. Schmidt
(ITS Treasurer and Finance Committee Chair)
Gilford USA

Frank Tseung
(Managing Director)
Hong Kong University of Science & Technology

Joao Confraria Silva
Director, Centre for Applied Studies
School of Economics and Business
Catholic University of Portugal
Lisbon PORTUGAL

Prof. Hauptmann
Head of Department
Telecommunications Policy
TeliaSonera

Teodosio Pérez Amaral
(Conference Committee Chair)
Professor of Econometrics and Telecommunications
Universidad Complutense de Madrid
Madrid SPAIN

Anders Henten
Associate Professor
CIT, Technical University of Denmark
Kgs. Lyngby DENMARK

Stephanie D. Schieferdecker
(ITS Secretary)
Washington & Lee University

Lorentz Pupillo
Executive Director
Public Strategies, Public Affairs
Telecom Italia
Roma ITALY

Prof. Ruihong Li
Director of School of Computer Science
Beijing University of Posts & Telecom (BUPT) - Beijing CHINA

Reinhard Wieck
Executive Vice President
Deutsche Telekom - Bonn GERMANY

Duke  USA
Duke University
Professor of Computer Science
Edward Fu

Prof. Chang-Ho Yoon
Department of Economics
Korea University
Seoul KOREA

Sudharma Yoonaidharma
Commissioner, Associate Professor
National Telecommunications Commission - Bangkok THAILAND

ITS SECRETARIAT
Bohdan (Don) Romanik
416 Willverside Way SE
Calgary, Alberta
CANADA, T2J 1Z7
Phone: +1-403-813-8949
Fax: +1-403-271-9776
Email: secretariat@itsworld.org

ITS WEB SITE EDITOR
Stephen R. Schmidt
Email: Stephen.schmidt@telus.com

ITS WEB DEVELOPMENT COORDINATOR
Hal Reirson
Email: hal.reirson@telus.com

ITS NEWSLETTER EDITOR
Gary Madden
Email: g.madden@curtin.edu.au

ITS LISTSERV MANAGER
Gene Mesher
Email: genemesher@yahoo.com

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INTERCONNECT
The Telecommunications Authority of Turkey was established on the 27th of January, 2000. Its activities began in August of that year. The Authority is led by Chairman and CEO, Dr. Tayfun Acarer.

The main purpose of the Authority is to ensure complete liberalisation in the sector. While the Authority has a regulation-focused function in the liberalisation process, its regulatory function will be kept to a minimum in the longer term. However, it will pursue the inspection and arbitration functions in an efficient way to ensure sustainable competition within the sector. The establishment of the Authority is important to ensure continuance, order, reliability and transparency in the sector. Additionally, the establishment of sustainable competition also enables new enterprises and investors to take their places in the sector, resulting in an increase in the employment rates and contributions to the national budget.

The mission of the Authority is to ensure conformity with the sector-related laws through guidance, regulation and supervision; to maintain relations with the concerned institutions; to observe technological developments; to maintain competition; to ensure conformity with international norms; to ensure the protection of consumers and to observe development and security policies.

The vision of the Authority is to be an establishment which ensures that the Turkish telecommunications sector reaches international standards; contributes to the worldwide development with research and development activities; guides the sector; observes and inspects the practices; ensures that Turkish society uses the telecommunication services at the highest level without any problems and with the most reasonable prices and that it has an active role in the establishment of the State's telecommunication policy.