



Inside This Issue

Upcoming Events	3 to 6
Calendar of Events	6
Reports From ITS - Supported	
Conferences in 2008	7 to 8
Welcome to New ITS Global Sponsor and Board Members.....	9 to 10
Spotlight on Sponsors:	
Sheppard Mullin	10
Note to ITS Members	10
Spotlight on Publications	11
ITS Board of Directors.....	12
Member Profile: Andrea Renda	13
New Editors for <i>Telecommunications Policy</i>	13
ITS Sponsors	13

ITS Breaks New Ground

ITS plans to expand its activities in 2009 with the introduction of two new Regional Conferences in two new and exciting locations. In June, an ITS Conference will be held in Jamaica, while the Middle East and North Africa will be under the spotlight in October when the first-ever Europe - Middle East - North Africa (Europe MENA) Conference is held in Bahrain.

The first Regional Conference to be held in the Caribbean will take place 23-26 June, 2009 on the beautiful island of Jamaica. This country derives most of its GDP from tourism, and it's no surprise considering what it has to offer. Jamaica boasts cosmopolitan cities (offering what some describe as the world's best coffee) and natural features including beautiful beaches, world-class reefs,

wetlands and spectacular sunsets.

The conference will be held in Montego Bay at the Rose Hall Resort & Country Club. The hotel is situated along pristine shores that once served as the site of an 18th century sugar plantation.

This Caribbean haven exudes an unforgettable ambiance in a stunning tropical setting. Montego Bay is a bustling tourist destination



with the main street labelled the 'Hip Strip' - a beautiful location for what will surely be a memorable conference.

Message from the Chair



Dear ITS Members,

ITS is pleased to look back at the remarkable year 2008, and also to look forward to 2009, with many new events.

In Montréal, the 17th ITS Biennial Conference was held 24-27 June, 2008, co-hosted by the Université de Sherbrooke and TELUS. The program was rich in content and attracted

many speakers and perspectives. It was a very successful Conference, well-attended and with a number of high-quality papers. The plenary sessions were compelling – with perspectives from regulators, leading firms and academics from around the world.

The Conference would not have been possible without committed core organizers and sponsors. Organizing Committee Chair Anastassios Gentzoglani (University of Sherbrooke), and Co-Chairs Stephen Schmidt (TELUS) and Stanford L. Levin (Southern Illinois University Edwardsville) were tireless in their efforts to make a memorable event. Program Chair Richard Schultz managed a balanced program and stimulating plenary sessions.

In Rome, the 19th ITS European Regional Conference was held 18-20 September, 2008, co-hosted by Luis Guido Carli University and

continued on page 2

continued on page 2

Message from the Chair (cont'd)

Telecom Italia. This Conference proved relevant and timely. It started with a remarkable plenary session in which corporate stakeholders, several academics and a European Commission representative debated an initiative on NGN that the European Commission had released the very same day. Many helpful and knowledgeable parallel sessions followed. Together with the welcoming atmosphere and a magnificent dinner at a palace, the Conference will remain for a long time in our memories.

Let me acknowledge the fine support of the three Co-Chairs: Brigitte Preissl (ZBW), Lorenzo Pupillo (Telecom Italia) and Andrea Renda (LUISS/CEPS). Each played an important role and made many contributions to the success of the conference. Organizing a conference with many parallel sessions and papers is sometimes a moving target, and continued attention to all last-minute details is therefore essential. All are to be congratulated for this well-organized and enjoyable event!

Since the last issue of *Interconnect*, ITS has had the pleasure of welcoming four new Board members: Andrea Renda (LUISS/CEPS), Barbara Cherry (Indiana University), Irene Ng (TM International Berhad) and Richard Schultz (McGill University). Four Board members have departed to pursue other activities, and I wish to thank them for their energetic work and support: Andrea Kavanaugh, Andy Banerjee, Lucy Firth, and Susan Simon. Moreover, ITS has obtained the support of a new Global member: TM International Berhad, one of the largest mobile carriers in Southeast Asia.

Looking to 2009, there are several regional ITS events being planned, to be announced through Calls for Papers and participation:

- 2-3 April, Bangkok, supported by the National Telecommunications Commission of Thailand
- 23-26 June, Jamaica, supported by the Mona School of Business, University of the West Indies

- 16-18 August, Perth, supported by CEEM, Curtin Business School
- 26-28 October, Bahrain, supported by the Telecommunications Regulatory Authority of Bahrain

In 2009, ITS will be true to the international dimension.

We trust that it will also be true to its other core dimension – a platform for networking. To that end, ITS has recently launched a major update and redesign of the ITS website – see www.itsworld.org. There you will find a number of contact details, further information about ITS and summaries of upcoming events. We are looking forward to yet another exciting year with ITS.

Sincerely,



Erik Boblin
ITS Chair

ITS Breaks New Ground (cont'd)

The second ground-breaking event is the 20th ITS European Regional Conference, expanded to become the 1st ITS Europe - MENA Regional Conference. This Conference will take place in the small island Kingdom of Bahrain 26-28 October, 2009. Bahrain, meaning “two seas” in Arabic, is the smallest Arab country. Petroleum production and refining are the biggest export earners accounting for over 60% of Bahrain’s export receipts with aluminum a close second. Bahrain also has strong banking and construction industries. The Kingdom combines Arab culture, Gulf glitz and the archaeological legacy of five thousand years of civilization. The Bahrain National Museum has artifacts dating back to the island’s first human

inhabitants 9000 years ago. With its blend of eastern and western cultures, its co-mingling of mosque and skyscraper,

Bahrain promises to be a fascinating venue for what should be an outstanding Conference.



Recent and Upcoming Events

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

For 31 consecutive years, telecommunications companies, equipment and software developers, content and media services providers, vendors, investors, academics and researchers, policy makers and civil society representatives have met each January in Hawaii to forge alliances, negotiate agreements, and to learn from one another's experiences through the annual Conference organized by Pacific Telecommunications Council (PTC).

PTC'09 was held 18-21 January, 2009 at the Hilton Hawaiian Village Beach Resort and Spa in Honolulu, Hawaii. This year's Conference was true to the PTC spirit: it linked industry and academics, provided extensive networking platforms and offered many topical and stimulating presentations. As in years past, the Conference attracted participants not only from most Pacific-rim countries, but from every major region in the world.

For more information, visit www.ptc.org.

EuroCPR 2009 Annual Conference, Spain

The European Communications Policy Research Conference (EuroCPR) will be hosted by the Regional Ministry of Innovation, Science and Enterprise of Andalusia and take place 30-31 March, 2009 in Seville, at the Italian Pavilion in the Isla de la Cartuja.

The Conference theme is *The Competitiveness of Europe's Mobile Communication Sector: the Challenges of Globalisation and Sustainability*. It will focus on medium term Information Society policy (after 2010). The goal of the Conference is to explore the interaction between (1) Information Society policy and other policy fields (e.g., research, enterprise and industry, energy and transport),

(2) European and national policy, and (3) policy trends in Europe and other regions.

A fundamental issue the Conference seeks to address is the relationship between competitiveness and innovation in the mobile communications sector and energy efficiency in other key sectors of the economy, including transport, retail, health, construction, etc. A closely related question is the extent to which policy-makers through regulation and such policy instruments as R&D programmes, benchmarking, and the adoption of best practices can promote energy efficiency in the mobile sector and beyond.

More generally, questions to be examined at the Conference with respect to competitiveness and innovation include: Is Europe's mobile communications sector a leader in innovations such as mobile broadband, 4th generation mobile, mobile social networking, mobile services for public sectors, multi-platform services, ubiquitous communication and the (mobile) Internet of things? How is the competitiveness of Europe's mobile communications sector influenced by emerging market structures such as oligopolies, fixed-wireless-mobile convergence, new revenue sharing models and mobile service platforms? And what is the impact of different European policies on the competitiveness of the mobile communication sector, e.g., R&D policy, services innovation policy, (harmonized) spectrum management, single market policy and skills policy?

Details at www.eurocpr.org

ITS Asian Regional Symposium, Bangkok 2009

ITS is pleased to announce that an Asian Regional Symposium will be held in Bangkok 2-3 April, 2009. The event will be hosted by the National Telecommunications Commission (NTC) of Thailand. Complimentary registration will be offered to all participants. The

Symposium will provide a forum for keynote speakers from the international academic community, and various industries and governments to discuss topics related to the theme: *Universal Service and Competition in a Liberalized Environment*. Additionally, there will be an opportunity to hear ASEAN regulators and academics speak on related subjects. The Symposium will be an all-plenary session event featuring invited speakers.



The NTC was established as the independent telecommunications regulator of Thailand three years ago. It is the first independent telecom regulator in Thailand and has introduced a new regulatory framework and liberalized many markets crucial to economic development including international gateways and the fixed line and ISP businesses. A new interconnection regime has also been introduced. The result has been high growth of broadband and mobile penetration and the removal of bottlenecks in network elements and increased resources necessary for effective competition. The NTC is committed to utilizing and promoting the knowledge of regulatory best practices to ensure sustainable development of the telecom sector.

The Georgetown Center for Business and Public Policy Conference

The Georgetown Center for Business and Public Policy, in conjunction with the quarterly international journal, *Information Economics and Policy*, will be hosting a Conference on *Wireless Technologies: Enabling Innovation and Economic Growth* at Georgetown University in Washington, DC 17 April, 2009. Papers presented will explore

continued on page 4

Upcoming Events (cont'd)

the economic impact of wireless technologies on firms, consumers and society as well as the linkages between the introduction of wireless technologies and changes in the structure of economic activities. Conference speakers, drawn from the ranks of academia, government, regulatory agencies and the private business sector, will also explore potential policy implications of new wireless technologies for economic growth.

The Georgetown Center for Business and Public Policy was created in 2002 to “encourage dialogue and to document and disseminate knowledge on a range of issues in the public interest”. Its mission is “to engage scholars, business people and policy makers in relevant inquiries and dialogue to impact key business, economic and public policy issues confronting American and international business today”.

ACORN-REDECOM Conference

ACORN-REDECOM is a cross disciplinary academic network of research centres that will be holding an ICT conference in Mexico City 21-22 May, 2009 with the theme *ICT's and their Social and Economic Impact in the Americas*. The goal of the Conference is to bring together scholars, regulators, consultants and business people to learn from their studies and experiences working in the field of ICT policy. Conference sub-themes include, but are not limited to, Market Environment and Industry Structure, the Future of ICT Regulation, Economic Development and Competitiveness through ICT, ICT and Social Development, and Emerging Technologies and Their Impact on the Market and Regulation. Further details available at: http://www.collectivecommunicationscampus.net/ACORN-REDECOM_2009_Conference.

ITS Caribbean Regional Conference 2009

The Mona School of Business at the University of the West Indies is

preparing to host the first-ever Caribbean ITS Regional Conference. It will be held 23-26 June, 2009 in Montego Bay, Jamaica. The objective of the Conference is to provide an international forum for practitioners and researchers to discuss, disseminate and exchange information bearing on the following theme: *Innovation, Demand & Competitiveness in Telecommunications: Implications for the Caribbean Region and Beyond*.

Following a successful launch of the Call for Papers, abstracts were submitted from more than 20 countries around the world. Among them, several papers have been submitted from the Caribbean Region, especially from Jamaica. Paper acceptance notices have been distributed, and a preliminary program has been formed, including parallel sessions, plenary speeches and workshops.

To support this first ITS event in the Caribbean Region, a public launch and press conference was held on 11 February, 2009 at the Mona School of Business, University of the West Indies. The launch was attended by high-ranking industry representatives, government staff, press representatives and university faculty. Also in attendance were the ITS Chair and the main organizers of the Conference. In the picture below, Prof. Erik Bohlin, Chairman of the International Telecommunications Society (centre) engages in discussion with Dr. Hopeton Dunn, Director, Telecommunications Policy and Management Programme, Mona School of Business, UWI (left) and Prof. Evan Duggan, Executive Director of the Mona School of Business, UWI (right).



Paper submissions have been invited on a broad range of related sub-themes including, but not limited to e-Government and e-Commerce, Mobile Applications and m-Commerce, Regulation and Spectrum Management, ICT and Innovation for Entrepreneurship, ICT for Disaster Management, Applications of Free and Open Source Technologies for the Developing World, Indigenous Technologies for the Global South, The Issue of the Digital Divide, e-Learning and the Virtual Classroom, Methods and Measurements in ICT 4D, Next Generation Technologies and Beyond, ICTs for Sustainable Development, New Innovations in Information Systems for the Caribbean, Policymaking and Regulations for ICTs, Demand-driven ICT Applications and Enabling Competitiveness through ICTs.

Further details on the conference may be found at: <http://www.mona.uwi.edu/msb/ITS%20Conference.asp>



Perth Regional Conference 2009

The 4th ITS Africa-Asia-Australia Regional Conference will be hosted by the Communication Economics and Electronic Markets Research Centre (CEEM) at Curtin University of Technology, Perth, Western Australia, 16-18 August, 2009.

The theme of the Conference is *Mobile Technology and Broadband Application Developments - The Search for Corporate Value Chains*. Several tracks have been chosen, including: Pricing and Payments in Digital Markets, Information Intermediaries and Competition in

continued on page 5

Upcoming Events (cont'd)

Online Markets, The Structure of Returns in the Internet Economy, Channel Coordination and Price Dispersion, Digital Rights Management, International Spillovers through Information Networks, Clusters and Inter-Cluster Spillovers, The Internet and International Trade, Survival Growth of Information Technology Firms, Learning and Network Diffusions, Determinants of the Global Digital Divide, Information Society Metrics, Productivity Measurement in Service Industries, Mobile Network Operator Integration, ICT Business Forecasting, WiBro Voice Service and Next Generation Mobile Markets, Frontiers of Regulation and Competition Policy, and Emerging Technology and Applications. Further tracks may be added.



20th ITS European Regional Conference goes to the Kingdom of Bahrain

The 20th ITS European Regional Conference, which at the same time will be the 1st ITS Europe - MENA Regional Conference, will be held 26-28 October, 2009 in Bahrain. It will be hosted by the Telecommunications Regulatory Authority of the Kingdom of Bahrain. This marks the expansion of ITS activities to the previously underserved, but increasingly important, region of the Middle East and North Africa.

The Conference theme is *Telecommunications in the Broader Society: Maximising the Benefits and Reducing the Risks*. Issues discussed will not be confined exclusively to the telecommunications sector, but will extend to the interaction between this sector and the broader socio-economic environment (including general economic growth, international trade, environmental issues, and the needs of low income earners and individuals with special needs).



Bahrain is the smallest Arab country with approximately 1 million inhabitants and 711 square kilometres of territory. It is an island country located in the Arabian Gulf. In October, the average temperature is 24-32 degrees Celsius, perfect weather not only for the Conference but for additional sightseeing excursions in the region either before or afterwards, especially for first-time visitors.



ITS 18th Biennial Conference Tokyo 2010

The 18th ITS Biennial Conference will be held in Tokyo 27-30 June, 2010. Waseda University will host the Conference, the theme of

which will be *Culture, Communication and the Cutting Edge of Technology*. The goal of the Conference is to provide a platform for individuals to share their knowledge of leading edge technologies and socio-economic issues, as they relate to telecommunications.

Organizers expect to attract participants from a broad range of disciplines and practice areas across a number of industry sectors. Attendees specializing in research, policy-making, and industry and commerce are expected from the telecommunications, information, technology, health and environmental sectors. Reflecting this diversity, discussion will be encouraged across a wide range of subjects including regulation, environmental issues, security, privacy, and cultural experience.



Tokyo, Japan's capital city and one of the world's great metropolises, is a fascinating destination that attracts nearly 5 million tourists every year. It is steeped in culture and history, housing several world heritage sites (Kyoto, Nara, Kamakura and Nikko). Despite its size and population density, Tokyo has managed to keep the old with the new; ancient temples can be seen juxtaposed against one of the most modern cities in

continued on page 6

Upcoming Events (cont'd)

the world. Japan as one of world's leading adopters of new technologies expects to achieve 100% diffusion of broadband by the time of the Conference.

Nowadays, foreign visitors can travel around Tokyo with ease, not having to worry about translating street signs or asking for directions. All major signs in Tokyo are bilingual, (Japanese and English) or, in some areas, even trilingual (Chinese or Korean). These street signs will enable Conference delegates to navigate the city with relative ease. Furthermore, with the temperature in June averaging 21-25 degrees Celsius, the weather should be ideal for Conference attendees.



Conference organizers Hidenori Fuke (Komazawa University), Masatsugu Tsuji (University of Hyogo), Hitoshi Mitomo and Kiyoshi Nakamura (Waseda University), Koichi Araki (NTT DOCOMO), and Minoru Sugaya (Keio University) are keen to welcome ITS members to Tokyo and promise Conference attendees an interesting, productive and thoroughly enjoyable time.



Calendar of Events

2009

March

European Communications Policy Research Conference
EuroCPR, *The Competitiveness of Europe's Mobile Communication Sector: the Challenges of Globalisation and Sustainability*
Seville, Spain
30-31 March

April

ITS Asian Regional Symposium, Bangkok 2009,
Universal Service and Competition in a Liberalized Environment
Bangkok, Thailand
2-3 April

The Georgetown Center for Business and Public Policy Conference
Wireless Technologies: Enabling Innovation and Economic Growth
Washington DC, USA
17 April

June

ITS 1st Caribbean Regional Conference
Innovation, Demand & Competitiveness in Telecommunications: Implications for the Caribbean Region and Beyond
Montego Bay, Jamaica
23-26 June

August

ITS 4th Africa-Asia-Australasia Regional Conference
Mobile Technology and Broadband Application Developments - The Search for Corporate Value Chains
Perth, Australia
16-18 August

October

ITS 20th European Regional Conference & 1st Europe-MENA Regional Conference
Telecommunications in the Broader Society: Maximising the Benefits and Reducing the Risks
Kingdom of Bahrain
26-28 October

2010

June

ITS 18th Biennial Conference
Culture, Communication and the Cutting Edge of Technology
Tokyo, Japan
27-30 June

Reports from ITS Supported Conferences in 2008

ITS regularly supports regional events, often in collaboration with other global, regional or local organizations. These forums allow ITS members to share and discuss their research ideas in one or more different countries every year. A summary of recent conferences is presented below.

17th ITS Biennial Conference Montréal 2008

The 17th Biennial Conference of the International Telecommunications Society was held in Montréal, Canada, 24-27 June, 2008. The theme of the conference was *The Changing Structure of the Telecommunications Industry and the New Role for Regulation*. The academic host of the conference was the Université de Sherbrooke and the corporate host, TELUS Canada. Financial assistance was provided by the Social Sciences and Humanities Research Council of Canada (SSHRC) and Tourisme Montréal. Arnold & Porter LLP, Bell Canada, Cogeco Cable, LeCG, NERA Economic Consulting, AVW-TELAV, Criterion Economics LLC, Osler, Hoskin & Harcourt LLP, Burnett, Duckworth & Palmer LLP and the Canadian Telecom Summit were the main sponsors of the event.



The welcome reception was held at the Hilton Bonaventure Hotel where delegates had the opportunity to sample some of Montréal's world renowned cuisine accompanied by the lively sounds of a jazz trio. The opening ceremony included a welcome address from ITS Chair, Erik Bohlin, followed by opening remarks from Jacques Beauvais (Vice-recteur à la Recherche of the Université de Sherbrooke) and Stéphane Dubreuil (Senior Vice

President Strategy and Consumer Marketing, TELUS Communications). Guest-speakers included Janet Yale (Executive Vice-President, Corporate Affairs, TELUS Communications) and Leonard Katz (Vice-Chairman, Telecommunications, Canadian Radio-television and Telecommunications Commission).



The three plenary sessions and the special panel on private equity and telecommunications were chaired by Brigitte Preissl (Intereconomics), Hudson Janisch, (Osler, Hoskin & Harcourt LLP), Michael Ryan (Arnold & Porter LLP) and Richard Schultz (McGill University), respectively. Panelists included Richard Whitt (Google), Morgan Elliot (CISCO), Dragan Nerandzic (Ericsson Canada Inc.), Dennis Weller (Verizon), Lawson Hunter (BCE), Raul Katz (CITI, Columbia Business School), William Melody (TUD and LSE), Annegret Groebel (FNA), Danny Lau (OTA), Ian Scott (CRTC), Hank Intven (McCarthy Tétrault LLP), Robert Crandall (Brookings Institution), Eli Noam (CITI), Minoru Sugaya (Institute for Media and Communications), Rohan Samarajiva (LIRNEasia), Anders Henten (TUD), Payal Malik (LIRNEasia), Sudharma Yoonaidharma (NTC of Thailand), Roxana Barrantes (OSIPTTEL), Scott Marcus (WIK-Consult GmbH), Heinrich Otruba (RIRE), Ingo Vogelsang (Boston University) and Johannes Bauer (Michigan State University).

Topics of discussion included evolving market structure and changing demands for new services, next generation networks, competition and regulation, growth strategies and financial performance, broadband development and the evolution of

broadband markets, and net neutrality and vertical separation. Papers also dealt with aspects of measuring regulatory efficiency and effectiveness and new regulatory approaches around the world. Panelists discussed the regulation of electronic communications and made comparisons between US and EU approaches to regulation. Trust and e-commerce and country case studies were the subjects of other sessions.

The Student Paper Awards were sponsored by Bell Canada and were given to support and encourage high quality research undertaken by young researchers in the areas of telecommunications, regulation, new services and the creation of new markets. The first recipient was Pantelis Koutroumpis (Imperial College London) for the paper, *The Economic Impact of Broadband: A Simultaneous Approach*. The second award was given to Qiaolei Jiang (The Chinese University of Hong Kong) for the paper, *Whet Chinese Appetite: Viewing Preferences of American and Korean TV Dramas Among Chinese Young-Adult Audiences*.



The Conference attracted 319 delegates from around the world. Delegates had the opportunity to attend 51 parallel sessions, three plenary sessions and four panels, not to mention two gala dinners, a welcome reception and farewell dinner, and several well-timed and well-provisioned breaks throughout the Conference. In the spirit of traditional Montréal hospitality, the Organizing Committee went to great

continued on page 8

Reports from ITS Supported Conferences in 2008 (cont'd)

lengths to provide for the comfort and enjoyment of attendees. This was reflected in very positive feedback on the Conference from delegates, both in terms of content and organization. The Conference closed with an address from Brigitte Preissl who thanked Conference organizers and delegates for their participation and hard work.



19th European Regional ITS Conference Rome

The 2008 European Regional ITS Conference was hosted by LUISS (Libera Università Internazionale degli Studi Sociali) in Rome 18-20 September. The new LUISS campus in Rome's elegant Parioli district offered excellent facilities: spacious conference rooms and welcoming public areas for coffee breaks and informal encounters. ITS is particularly appreciative of the hard work of Andrea Renda in establishing an ITS - LUISS link and of the generous financial support, hospitality and dedication of ITS Global corporate member and main conference sponsor, Telecom Italia. Given the attention that Telecom Italia enjoyed from national media at the time, the Conference also benefitted from extensive national press coverage. Other sponsors ITS gratefully acknowledges included: '3', Sky.it, LECG, Deutsche Telekom, Deutsche Bank, LUISS Guido Carli, and the German Institute for Economic Research (DIW).



including delegates from China, Argentina, New Zealand and ten other non-European countries. In three plenary and 40 parallel sessions no less than one hundred and fifty papers were presented covering a broad range of topics. As could be expected from a European ITS conference, the focus lay on urgent regulatory problems in the EU. Subjects such as the development of markets for mobile communications, digital rights and privacy on the Internet and the vexing question of how to achieve 'broadband access for all' were well covered. Besides the opening session, two plenary sessions were dedicated to highly topical subjects. Plenary II (organized by Karl-Heinz Neumann, WIK) addressed the problem of termination rates and the need for a new regulatory approach. Plenary III (organized by Lorenzo Pupillo, of Telecom Italia and Ulrich Stumpf, of WIK) raised the issue of geographical markets. The opening session reflected the strength of ITS in bridging different groups of telecommunications market observers, bringing together representatives from academia (Eli Noam from Columbia University, US), regulators (Stefano Mannoni from AGCOM, Italy and Ken

Ducatel, DG InsoSoc, Brussels) and business (Carlos Lopez Blanco, Telefónica, Spain). The result was a rich exchange of ideas among stakeholders reflecting distinctly divergent interests. The parallel sessions benefitted from the presence of corporate ITS members discussing their views with researchers and regulators. Many researchers took the opportunity to present work in progress and to stimulate feedback from their peers, and from business and policy representatives who provided a real world perspective.



The magnificently decorated 'Sala delle Colonne' at the LUISS main campus provided a spectacular setting for the Conference dinner.



Regular European Regional Conference attendees will be looking forward to meeting old and new members, supporters and friends of ITS in the Kingdom of Bahrain in 2009.



DigiWorld Summit, 30th IDATE International Conference

IDATE Chair, Francis Lorentz, opened the 2008 DigiWorld Summit in Le Corum, Montpellier, France on November 19. The theme for 2008 was *The Future of the Internet*. The first day's presentations began with the Future of Technologies and the Future of Infrastructure. Later that day several executive seminars were presented on a wide range of subjects including: Broadband (e.g., FTTx (Fibre To The x) and Facing Internet Economics); Mobile (e.g., Mobile 2 vs. the Internet); Media (e.g., Will Content Drive the Internet?); Video Games (e.g., G@me on! Video Games and the Online Revolution) and Policy (e.g., Internet and Online NGN (Next Generation Networks) and Interconnection and Interoperability).

The second day saw discussion of the topics, Beyond Web 2.0: Social Graphs and Communities; Beyond Voice: New Forms of Communication; and Beyond Entertainment and Communication: The Internet of Things, Next-gen Brand Advertising, Next-gen Regulation and Next-gen Telcos.

One hundred and sixty-eight delegates from thirty-three countries attended the Conference. Many travelled a great distance to attend,

Welcome to New ITS Global Sponsor and Board Members

Board Members

Andrea Renda

Andrea Renda, one of the new Board members, is the subject of a member profile in this issue of *Interconnect*. See page 13.



Richard Schultz

A professor at McGill University in Montréal, Canada, Richard completed his PhD at York University in Toronto. His research interests include Canadian political economy and public policy (particularly government regulation), the Canadian political process and Canadian federalism.

Richard's published books include *Changing the Rules: Canadian Regulatory Regimes and Institutions* and *The Consumers Association of Canada and the Federal Regulatory System, 1973-1992*. He has also published many articles and book chapters including: *Governing in a Gale: Overview of Regulatory and Policy Setting for Canadian Telecommunications*; *Winning and Losing: The Consumers Association of Canada and the Telecommunications Regulatory System 1973-1993*; *Still Standing: The CRTC 1976-1996*; *Telecommunications Deregulation*; *From Master to Partner to Bit Player: The Diminishing Capacity of Government Policy*; and *Dancing Around the Digital Divide: The Broadband Access Debate*. Richard's current research interests centre on contested networks and the politics of Canadian telecommunications.



Irene Ng

Ms. Irene Ng is the most recently appointed ITS Board member. Currently she is Assistant General Manager, Group Regulatory Affairs TM International Berhad (TMI), Malaysia. She joined TMI in 2008. In her current role, she oversees all regulatory matters in the South East Asia and South Asia markets for the TMI Group. Prior to joining TMI, Irene was a practising lawyer in Singapore and co-headed the telecommunications practice in the firm she was with. Whilst there, she handled mostly advanced telco

regulatory work, IT-related work as well as corporate and commercial matters.

Irene's association with the telecommunications sector started in 1999 when she joined the Malaysian Communications & Multimedia Commission (MCMC), the regulatory authority overseeing the communications and multimedia sector in Malaysia. She joined the MCMC as a Legal Counsel and, later on, was promoted to the position of Director and Head of the Licensing Department. As Malaysia was the first country in the world to adopt a convergence licensing framework for its telecommunications and broadcasting sectors, the legal team Irene worked with in the MCMC played a pioneering role in drafting subsidiary legislation, regulatory instruments and other policy documents to facilitate its implementation. In her time with the MCMC, Irene focused mostly on matters relating to economic regulation and was instrumental in facilitating new services being provided in Malaysia, including technologies such as 3G, broadband over power line, free space optics and new business models such as MVNO and global outsourcing.

In addition to work, Irene is much involved in capacity building initiatives and training. She is often invited to speak at seminars and to participate in regional regulatory forums.



Barbara Cherry

Barbara is also one of the newest members of the ITS Board. Currently, she is a Professor of Telecommunications at Indiana University Bloomington and holds a B.S. in Economics (University of Michigan), an M.A. in Economics and Law and a J.D. degree (both from Harvard) and a Ph.D. in Communications Studies (Northwestern University).

Barbara has broad telecommunications policy experience: Senior Counsel, Office of Strategic Planning & Policy Analysis, Federal Communications Commission; Associate Professor and Associate Director of the James H. and Mary B. Quello Center for

Telecommunication Management and Law at Michigan State University; Director of Public Policy Studies, Ameritech; and Regional Attorney for State Government Affairs, AT&T.

She has many teaching and research interests, including integrating experience in industry, academia, and government with multidisciplinary application of law, economics, communications studies, organization behaviour, political science, and engineering to telecommunications public policy issues; comparative evaluation of domestic and international policy regimes; and a special interest in deregulatory policies, universal service, and complexity theory.

Published books include *The Crisis of Telecommunications Carrier Liability* and *Making Universal Service Policy: Enhancing the Process Through Multidisciplinary Evaluation* (coeditor). Authored articles have appeared in academic journals such as *CommLaw Conspectus*, *Michigan State Law Review*, *Information Economics and Policy*, *Telecommunications Policy* and *Journal of Media Economics*.

New Global Sponsors

TM International

TMI

The newest global sponsor to join ITS, TM International Behard (TMI), is a telecommunications company operating in South and Southeast Asia with fixed and mobile capabilities. Originally founded in Malaysia in 1992 it is now considered an emerging leader in Asian telecommunications. From its Malaysian roots, TMI now holds a significant presence in Indonesia, Sri Lanka, Bangladesh and Cambodia. Additionally, TMI has strategic operations and investments in India, Singapore, Iran, Pakistan and Thailand. The Group's mobile subsidiaries and associates operate under the brand name 'Celcom'

continued on page 10

Page 9



Sheppard Mullin



Sheppard Mullin Richter & Hampton LLP (“Sheppard Mullin”) is a leading, full-service U.S. law firm with offices in eight California locations, as well as New York and Washington, DC. The firm opened its first international office in Shanghai in 2007.

Founded in Los Angeles in 1927, Sheppard Mullin has grown rapidly over the years driven by a philosophy that emphasizes prompt, high quality and cost-effective legal service to all of its clients. Today, Sheppard Mullin numbers over 1,000 employees, including more than 550 attorneys, specializing in fields as diverse, challenging and rapidly-evolving as communications and technology, entertainment and media law; intellectual property; antitrust and trade regulation; government contracts and regulated industries; environmental law, including a focus on global climate change; international arbitration; energy; financial services; and aerospace and aviation, to name just a few. Large clients include: Verizon, Sprint-Nextel, Samsung, Sony Pictures, Walt Disney Company, Yahoo!, Wikipedia, MasterCard, Pepsi, Teradata, Northrup Grumman, Sikorsky, Kraft, and many other leading commercial enterprises and institutions from a broad range of industries.

Sheppard Mullin’s Communications team provides experienced counsel in every sector of the communications industry, including domestic and international wireline and wireless carriers, Internet and online service companies, radio and television broadcasters, multichannel video programming distributors, equipment manufacturers and satellite companies. The firm represents clients before the Federal Communications Commission

(FCC), federal and state courts, state regulatory agencies, the U.S. Congress and governmental ministries. Sheppard Mullin attorneys provide advice on regulatory issues ranging from broad policy questions and applications for approvals, to compliance with detailed technical rules. The firm’s Communications team also represents clients in court and agency litigation over various local competition matters such as interconnection, unbundled network elements (UNEs), universal service, inter-carrier compensation and pole attachment disputes. This team regularly counsels clients on compliance with federal and state regulations, the development of regulatory strategies, and the negotiation and drafting of interconnection, joint use, e-commerce and service agreements. Sheppard Mullin attorneys have helped clients shape government policy regarding the ownership of media outlets, the regulatory classification of broadband Internet access providers and the digital television transition. Lastly, the firm provides strategic advice regarding communications business ventures, copyright laws, and the legal and business aspects of the production, licensing and distribution of programs for television and related media.

Given its commitment to professional excellence and customer service, it is no surprise that Sheppard Mullin has received much national and international recognition. In 2008 alone, Sheppard Mullin received over twenty awards for excellence from many prestigious national and international publications. It has also garnered numerous awards over the years for the *pro bono* services it offers within the community.

Indeed, the firm takes special pride in its *pro bono* work, which includes assisting indigent families adopt over 100 children in recent years and its annual practice each holiday season of foregoing gifts to clients and, instead, donating funds from each of its local offices to organizations that provide abused, underprivileged and sick children with medical care, shelter and education. It also provides free legal services to some of the families of these children.

The firm has been a pioneer in many fields of social and community endeavor

for much its distinguished history. For example, at a time in America when the obstacles to women entering the practice of law were still formidable, Sheppard Mullin in 1946 was one of the first law firms on the U.S. West Coast to hire a woman associate, the late Kathleen Parker. Ms. Parker went on to become one of the first female judges in Los Angeles County where she served on the bench for more than 30 years. In fact, a large number of former partners and associates of the firm have gone on to distinguished careers in the judiciary and public service. Consistent with the firm’s deeply-entrenched commitment to client service, it was the first major law firm to publish client service standards. Just last year, Sheppard Mullin announced the creation of a Sustainability Program focused on promoting the efficient use of energy, resources and materials throughout the firm. The Program’s main goals are to decrease the consumption of energy and resources and to advance Sheppard Mullin as a leader in environmental responsibility.

For more information about Sheppard Mullin, please contact ITS Board member, Christopher S. Huther, at chuther@sheppardmullin.com or visit www.sheppardmullin.com.

Welcome to New Society Global Sponsor and Board Members (cont'd)

in Malaysia, ‘XL’ in Indonesia, ‘Dialog’ in Sri Lanka, ‘AKTEL’ in Bangladesh, ‘HELLO’ in Cambodia, ‘Idea’ and ‘Spice’ in India, ‘MI’ in Singapore, and ‘MTCE’ in Iran (Esfahan).

TMI is one of the ten largest public companies in Malaysia by market capitalization. It boasts fifty million mobile subscribers in Asia, making TMI one of the largest mobile telecommunications providers in the region as measured by turnover. The Group has approximately 13,000 employees in ten countries and intends to continue expanding into new markets in the South and Southeast Asian regions.

Important Message to All ITS Members

If you have recently changed, or will soon be changing, your physical mailing address or e-mail address, or both, please remember to provide the ITS Secretariat with your new coordinates.

Don Romaniuk, the ITS Secretariat, can be reached at secretariat@itsworld.org

Without your correct mailing address, ITS will be unable to deliver to you your copies of the quarterly ITS membership journal, *Communications & Strategies (C&S)*.

If you are not receiving your quarterly copy of *C&S*, please contact the Secretariat to remedy this. Details of recent issues of *C&S* may be found at <http://www.comstrat.org>

Likewise, if the e-mail address we have on file for you is no longer accurate, you will be unable to send or receive messages over the ITS-L Listserv.

If you prefer to update your e-mail address on the ITS-L Listserv yourself, please visit <http://lists.sjsu.edu/mailman/options/its-l>, and enter your subscribed (i.e., old) email address then click the REMIND button. Your subscriber password will be e-mailed to you. You can then use your old email address and subscriber password to log in, and update the ITS-L distribution list with your new e-mail address.

If you are currently an ITS member but are not on the ITS-L Listserv distribution list, please contact the ITS Secretariat and he will add you to the list. Alternatively, if you wish to subscribe yourself to the ITS-L, simply visit <http://lists.sjsu.edu/mailman/listinfo/its-l>, or send an email to its-l-subscribe@lists.sjsu.edu. You will receive a 'confirmation request' by email which you can simply reply to (or click on the web link in the confirmation email) to confirm your subscription to the list.

ITS Website Remade

The ITS Web Development Committee is proud to present the new ITS website.

The address is the same as before
– www.itsworld.org –

but the design is now much more user-friendly and accessible.

Send any comments to secretariat@itsworld.org.

Spotlight on Publications

ITS Membership Journal: Communications & Strategies

COMMUNICATIONS & STRATEGIES

One of the core benefits of ITS membership is a complimentary annual subscription to the ITS membership journal, *COMMUNICATIONS & STRATEGIES*. *C&S* is a peer-reviewed, international journal, published on a quarterly-basis, that focuses on the key issues in, and offers a forum for socio-economic analysis of, the telecommunications, IT and audiovisual sectors.

The journal is indexed in:

- EconLit,
- CNRS Journal Ranking in Economics and Management - French National Committee for Scientific Research, 37th Section, "Economics and Management" (one star);
- ESSEC, group 2;
- GENAMICS, Electrical and Electronic Engineering - Telecommunications;
- Facultés universitaires, CRID (Belgium).

Moreover, the articles published in the thematic dossiers of the journal are systematically referenced (with a 3 month embargo) in:

- SSRN;
- MPRA: "This repository is intended to serve the interests of economists...";
- REPEC (Research Papers in Economics) (<http://repec.org/>);
- Google scholar (pdf links);
- EBSCO Publishing (International Academic database);
- Thomson Gale (Cengage Learning).

See <http://www.idate.fr/pages/index.php?idl=7&rubrique=revue&idr=23> for more information on paper submissions and Call for Papers.

ITS Board of Directors

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

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

Koichi Araki
Deputy Managing Director
Mobile Society Research Institute
NTT DOCOMO Tokyo, JAPAN

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

T. Ayhan Beydogan
Member of the Board
Telekomunikasyon Kurumu
Telecommunications Authority
Ankara, TURKEY

Erik Bohlin
(ITS Chair)
Professor and Head of Division
Division of Technology and Society
Dept. of Technology Management
and Economics
Chalmers University of Technology
Gothenburg, SWEDEN

Prof. Barbara Cherry
Department of Telecommunications
Indiana University Bloomington, USA

Christian M. Dippon
Vice President
National Economic Research Associates, Inc.
San Francisco, USA

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

Yves Gassot
Director Général IDATE
Montpellier, FRANCE

Prof. Heikki Hammainen
Helsinki University of Technology
Helsinki, FINLAND

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

Anders Henten
Associate Professor
CMI Aalborg University Ballerup, DENMARK

Christopher S. Huther
Sheppard Mullin Washington, USA

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

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

Prof. Patricia Longstaff
*(Marketing and Promotions
Committee Co-Chair)*
Newhouse School of Public
Communications
Syracuse University Syracuse, USA

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

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

Prof. Hitoshi Mitomo
Director, Graduate School of
Global Information and
Telecommunication Studies (GITS)
Director, Waseda Institute for
Digital Society
Waseda University Tokyo, JAPAN

Prof. Juergen Mueller
Berlin School of Economics (FHW)
Berlin, GERMANY

Karl-Heinz Neumann
Director-General
WIK - Wissenschaftliches Institut
für Infrastruktur und
Kommunikationsdienste GmbH
Bad Honnef, GERMANY

Irene Ng
Assistant General Manager
Group Regulatory Affairs
TM International Berhad
Kuala Lumpur, MALAYSIA

Prof. Teodosio Pérez Amaral
(Conference Committee Chair)
Econometrics and Telecoms Economics
Universidad Complutense de Madrid
Madrid, SPAIN

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

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

Andrea Renda
Associate Professor, LUISS &
Senior Research Fellow
Centre for European Policy Studies
(CEPS) Brussels, BELGIUM

Paul Richards
Senior Regulatory Economist
Regulatory Affairs Department
BT London, UNITED KINGDOM

Ernst-Olav Rühle
(ITS Secretary)
Managing Director SBR
Dusseldorf, GERMANY

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

Stephen R. Schmidt
*(Web Development
Committee Chair)*
Chief Regulatory Legal Counsel
TELUS Communications Inc.
Ottawa, CANADA

Richard Schultz
James McGill Professor and Chair
Department of Political Science
McGill University Montréal, CANADA

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

Prof. Masatsugu Tsuji
Department of Economics
Graduate School of Applied Informatics
University of Hyogo Hyogo, JAPAN

Reinhard Wieck
Vice President
Economic Research & Media Regulation
Deutsche Telekom Bonn, GERMANY

Prof. Glenn A. Woroch
Department of Economics
University of California Berkeley, USA

Prof. Xu Yan
(Strategic Planning Committee Chair)
Dept of Information and Systems Management
Hong Kong University of Science &
Technology Hong Kong, CHINA

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) Romaniuk
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

Interconnect

Editor: Gary Madden
Perth, Western Australia
Tel and fax: +61 8 9266 2391
Email: g.madden@curtin.edu.au

Editorial Associate: Warren Kimble
Perth, Western Australia
Tel and fax: +61 8 9266 2391
Email: w.kimble@curtin.edu.au

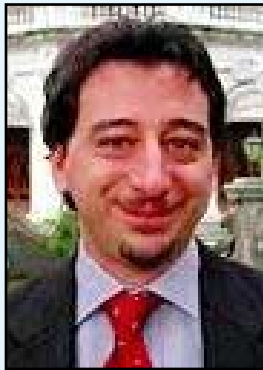
Editorial Assistant: Stuart Main
Perth, Western Australia
Tel: +61 8 9266 4258
Email: s.main@cbs.curtin.edu.au

ITS EXECUTIVE COMMITTEE

Erik Bohlin, ITS Chair, erik.bohlin@chalmers.se
Brigitte Preissl, ITS Vice Chair, b.preissl@zbw.eu
Loretta Anania, ITS Past Chair, Loretta.anania@ec.europa.eu
Stanford Levin, Membership and Nominations Committee Chair, slevin@siue.edu
Patricia Longstaff, Marketing and Promotions Committee Co-Chair, phlongst@syr.edu
Gary Madden, Publications Committee Chair, g.madden@curtin.edu.au
Teodosio Pérez Amaral, Conference and Seminars Committee Chair, Teodosio@ccece.ucm.es
Ernst-Olav Ruhle, ITS Secretary, ruhle@sbr-net.com
Leland Schmidt, ITS Treasurer and Finance Committee Chair, lschmidt@metrocast.net
Stephen R. Schmidt, Web Development Committee Chair, stephen.schmidt@telus.com
Xu Yan, Strategic Planning Committee Chair, xuyan@ust.hk



Andrea Renda



Andrea Renda was recently elected to the ITS Board. He is an Associate Professor at LUISS Guido Carli University and a Senior Research

Fellow at the Centre for European Policy Studies (CEPS). Andrea created, and continues to manage, the CEPS Regulatory Affairs Programme. He regularly consults for the European Commission and the European Parliament and acts as a Rapporteur for the CEPS Task Force on Electronic Communications.

Andrea specializes in regulatory reform, competition policy, regulation of public utilities, e-communications and intellectual

property. His other research interests include economic analysis of law, theories of justice, intercompany relationships, consumer protection, regulatory impact assessment and policy evaluation.

Andrea teaches economic analysis of law and competition law at LUISS and is a Senior Research Fellow at LUISS' Law and Economics Lab. Between 2002 and 2004, he was with National Economic Research Associates (NERA) and is currently involved in many independent consultancies and teaching initiatives around Europe. He is the author of numerous published papers and conference presentations.

Andrea graduated *cum laude* in Economics from LUISS Guido Carli University in 1995 and holds a European Master of Law and Economics degree (LL.M., with distinction, University of Hamburg, 1996). He is currently a member of the European Association of Law and Economics, a founding member of the Italian Association of Law and Economics and a member of the Advisory Board of the World Bank's Better Regulation for Growth programme.

New Editors for Telecommunications Policy

Starting 1 January, 2009 there is a new editorial team for *Telecommunications Policy*:

Erik Bohlin, Chalmers University of Technology, Editor in Chief

Gary Madden, Curtin Business School, Associate Editor

Warren Kimble, Curtin Business School, Managing Editor

More information on paper submission is available on: http://www.elsevier.com/wps/find/journaldescription.cws_home/30471/description

ITS Global Corporate Members

Arnold & Porter LLP

ARNOLD & PORTER LLP



Deutsche Telekom

France Telecom

IDATE
Consulting & Research

National Telecommunications Commission (Thailand)



NERA
Economic Consulting

NTT DoCoMo
NTT docomo

Sheppard Mullin
SHEPPARD MULLIN
SHEPPARD MULLIN RIGTER & HAMPTON LLP

Telecom Italia
TELECOM ITALIA

Telecommunications Authority (Turkey)



TELUS-Canada
TELUS

TM International Berhad
TMI

Non Profit / Governmental Members

BAKOM
BAKOM OFCOM OFCOM OFCOM

IBBT SMIT
IBBT

InfoCom Research, Inc.
InfoCom Research, Inc.

Pacific Telecommunications Council
Pacific Telecommunications Council