



18th European Regional ITS Conference in Istanbul, Turkey, 2-5 September 2007

Programme

Sunday, 2 September 2007		Monday, 3 September 2007		Tuesday, 4 September 2007		Wednesday, 5 September 2007	
		10:00-11:00	Opening Session	09:15-10:45	Parallel sessions III	09:15 -10:45	Parallel sessions VII
		11:00-12:30	Plenary Session I: Telecommunication Markets and European Regulation	10:45-11:15	Coffee Break	10:45-11:15	Coffee Break
		12:30-14:00	Lunch	11:15-12:45	Parallel sessions IV	11:15-12:45	Parallel sessions VIII
				12:45-14:15	Lunch	12:45-14:15	Lunch
15:00-18:00	Registration	14:15-15:45	Parallel sessions I	14:15-15:45	Parallel sessions V	14:15-15:45	Plenary Session II: Vertical Separation
		15:45-16:15	Coffee Break	15:45-16:15	Coffee Break	15:45-16:15	Closing Session
		16:15-17:45	Parallel sessions II	16:15-17:45	Parallel sessions VI		
18:00-20:00	Welcome Reception	20:00	Boat Dinner	20:30	Dinner at Yakup 2		

Parallel Sessions

Monday	Session	Session	Session	Session	Session	Session
14:15-15:45	1.1 The EU Regulatory Framework	2.1 Infrastructure Investment and Competition	3.1 Broadband Demand	4.1 Internet : Handling Content	5.3 Mobile Broadband I	
16:15-17:45	2.3 Vertical Separation	5.6 Roaming and Roaming Regulation	8.1 Service Innovation	9.1 Media and Regulation	4.2 Net neutrality I	
Tuesday	Session	Session	Session	Session	Session	Session
09:15 - 10:45	7.1 Special Session: Telecom Regulation in Turkey	1.2 Competition Law vs. Regulation	2.2 Next Generation Networks I	3.2 Broadband Markets	8.3 Company Strategies	
11:15 - 12:45	5.2 Mobile Market Trends I	1.3 Regulatory Reforms I	4.3 Internet and Content: Legal Issues	4.5 Technical and Security Issues	4.4 Internet: Policy Challenges	3.5 Broadband usage: E-business
14:15 - 15:45	5.4 Mobile Broadband II	1.4 Regulatory Reforms II	5.1 Mobile Market Trends II	3.3 Broadband Investment Strategies	5.7 Trends in Mobile Regulation	9.2 IPTV
16:15 - 17:45	2.4 Next Generation Networks II	6.2 Internationalisation of Markets and Company Strategies	6.3 Determinants of Market Development	4.6 Net neutrality II		7.2 Regulators' Roundtable
Wednesday	Session	Session	Session	Session	Session	Session
09:15 – 10:45	3.4 Drivers of Broadband Demand	5.5 Regulating Mobile Markets	8.4 Bundling of Services	9.3 Media Markets		
11:15 – 12:45	1.5 Regulatory Practice	8.2 Universal Service	1.6 Regulation and Economic Dynamics	6.1 Country Studies		

Monday, 3. September 2007

Opening Session

Room	<u>Monday, 3 September 2007</u>
10:00-11:00	<p>Tayfun Acarer, President , Telecommunications Authority of Turkey Welcome Address</p> <p>Ahmet Alkan, Dean, Faculty of Arts and Social Sciences, Sabanci University Welcome Address</p> <p>Professor Erik Bohlin, Chair of ITS Introduction</p>
11:00-12:30	<p>Plenary Session I: Telecommunication Markets and European Regulation <i>Chair: James Alleman</i></p> <p>Patrick Rey, University of Toulouse Network Interconnection and Competition</p> <p>Margit Brandl, Nokia Siemens Brussels Regulatory Implications for Innovative Technologies</p>

Parallel Sessions

Monday, 3. September 2007

Monday, 3 September 2007, 14.15 - 15.45 Parallel Sessions I								
1.1 The EU Regulatory Framework Chair: Szabolcs Koppanyi								
L	<i>Just, Natascha</i>	Electronic communications between regulation and competition law	<i>Haar, Ilse van der</i>	The regulatory principle of technological neutrality; what does it entail?	<i>Never, Henning / Preissl, Brigitte</i>	The three-criteria-test		
2.1 Infrastructure Investment and Competition Chair: Ernst-Olav Rühle								
M	<i>Ilic, Dragan / Kulenkampff, Gabriele</i>	VDSL roll out in Germany – an assessment of its economic feasibility	<i>Tsuji, Masatsugu / Akematsu, Yuji</i>	Deregulation or market competition, which has a larger effect on Japanese ADSL development: a panel data analysis	<i>Hoernig, Steffen / Vareda, João</i>	The race for telecoms infrastructure investment with bypass: Can access regulation achieve the first-best?		
3.1 Broadband Demand Chair: Christoph Lattemann								
S	<i>Colombo, Massimo / Grilli, Luca</i>	Broadband access and broadband-based applications: The determinants of adoption by Italian SMEs	<i>Vermaas, Karianne</i>	Broadband and its users	<i>Ota, Koshiro</i>	The telecoms policy for the spread of broadband services: A case study in Japan		
4.1 Internet: Handling Content								
M	<i>Eijk, Niko van</i>	Search engines, the new bottleneck for content access	<i>Latzer, Michael</i>	Governing digital media content in Europe: The changing interplay between states, industries and users	<i>Vialle, Pierre / Daidj, Nabyla</i>	Entry strategies in the Video on Demand market. A French market perspective	<i>Poel, Martijn / Tee, Richard / Leurdijk, Andra</i>	Digital TV business models of public organisations: Business models, bottlenecks and public policy
5.3 Mobile Broadband I Chair: Anders Henten								
M	<i>Basios, Chris / Androulidakis, Iosif / Androulidakis, Nikos</i>	Survey Findings towards Mobile Services Usage and M-Commerce Adoption	<i>Bouwman, Harry / de Reuver, Mark / Hernández, Guadalupe Flores</i>	Exploring technology design issues in business models for mobile web services	<i>Lee, Sang Man / Park, Myeong Cheol / Hwang, Jae Hyun</i>	Will WIBRO and HSDPA, co-exist in the Korean mobile internet market?		

Monday, 3 September 2007, 16.15 - 17.45 Parallel Sessions II								
2.3 Vertical Separation Chair: Izak Atiyas								
L/M	<i>Castelli, F./ Amendola, G. B. / Serdengecti, Pi.</i>	Is functional separation really the next milestone in telecommunications (de-)regulation?	<i>Curwen, Peter / Whalley, Jason</i>	How open is Openreach?	<i>Lara, Almudena/ Bellis, James / Houpis, George</i>	Network separation in the ICT sector		
5.6 Roaming and Roaming Regulation Chair: Toker Doganoglu								
M	<i>Berger-Kögler, Ulrike E.</i>	International Roaming Regulation	<i>Falch, Morten / Henten, Anders / Tadayoni, Reza</i>	Regulation of international roaming charges the way to cost based prices?	<i>Sandbach, Jonathan</i>	National Roaming Pricing in Mobile Networks	<i>Markendahl, Jan / Strandberg, Ove / Pöyhönen, Petteri</i>	Business analysis of flexible roaming and operator cooperation in multi-provider markets - Impact on traffic load distribution and user experience
8.1 Service Innovation Chair: Christos Agiakloglou								
S	<i>Heng, Stefan</i>	The exception proves the rule; Innovative payment systems have limited potential	<i>Xu Yan</i>	Regulatory environment for mobile multimedia services: The case of Hongkong and China	<i>Moon, Joonseo /</i>	A Study of Strategy of Next-Generation Mobile Communication Services considering Customer Innovativeness	<i>Myström, Anna-Greta</i>	What is convergence? Perceptions from the Finnish telecommunications sector
9.1 Media and Regulation Chair: Pat Longstaff								
M	<i>Eijk, Niko van</i>	The modernisation of the European Tele-vision without Frontiers Directive: un-necessary regulation and the introduction of internet governance	<i>Lefever, Katrien</i>	Media pluralism in a fragmented world of platforms- Reinterpretation of must-carry obligation	<i>Hong, Ahreum</i>	Price discrimination under convergence telecommunication market in Korean broadcasting and telecommunication industry	<i>Tsuji, Masatsugu / Miyahara Shoichi</i>	Value of Japanese public broadcasting in the convergence of broadcasting and telecommunications
4.2 Net Neutrality I Chair: Karl-Heinz Neumann								
L/M	<i>Kruse, Jörn</i>	Crowding-Out in the Internet	<i>Zarnekow, Rüdiger/ Brenner, Walter/ Dous, Malte</i>	Quality of service business models for the broadband internet	<i>Frieden, Rob</i>	Internet 3.0: Identifying problems and solutions to the network neutrality debate		

Tuesday, 4. September 2007

Tuesday, 4 September 2007, 09:15 - 10:45 Parallel Sessions III								
7.1 Special Session: Telecom Regulation in Turkey Chair: Ulrich Stumpf								
M	<i>Cetinkaya, Murat Bagdadioglu, Necmiddin</i>	Sequencing in telecommunications reform: a review of EU and Turkish experience	<i>Yalcin, Tolga</i>	Categorial charging for access to fixed telecommunications network: the Turkish Case	<i>Kulali, Ihsan/ Göktaylar, Yavuz</i>	Price developments in fixed telephony services in Turkey: A close look on the tariff rebalancing process		
1.2 Competition Law vs. Regulation Chair: Nico van Eijk								
M	<i>De Visser, M.C.B.F.</i>	Revolution or evolution: what institutional future for EC comm.-unications law?	<i>Liu, Yu-li</i>	The converged regulator in the digital age: The National Communications Commission in Taiwan	<i>Leung, Grace Wu, Richard</i>	A unified regulator and a unified law - the right regulatory framework for Hong Kong telecommunication market		
2.2 Next Generation Networks I Chair: Jean-Paul Simon								
L	<i>Ruhle, Ernst-Olav/ Reichl, Wolfgang</i>	NGN, IP interconnection and the effects on existing business models and competition in the telecom sector	<i>Pupillo, Lorenzo Maria Amendola, Giovanni Battista</i>	The economics of next generation access networks and regulatory governance in Europe: one size does not fit all	<i>Alleman, James Rappoport, Paul</i>	Communications in Next Generation Networks	<i>Gallo, Elena</i>	Regulatory perspective among old structural problems and NGN advent
3.2 Broadband Markets Chair: Demetrius Yannelis								
S	<i>Jakopin, Nejc M.</i>	Determinants of broadband internet access take-up – empirical analyses of constraints and drivers	<i>Kondo, Masanori/ Nakamura, Akihiro / Mitomo, Hitoshi</i>	Quantifying the benefit of internet users derived from online applications	<i>Lattemann, Christoph/ Kupke, Sören /Schneider, Anna- Maria</i>	Review of EU-wide broadband projects– Evaluation and classification of 22 EU funded initiatives	<i>Curwen, Peter/ Whalley, Jason</i>	Is mobile television a killer application?
8.3 Company Strategies Chair: Ramón Companó								
S/M	<i>Grajek, Michal/Kretschmer, Tobias</i>	Critical mass – a simple operationalisation	<i>Longstaff, Pat</i>	Managing communications firms in the new unpredictable environments	<i>Klingebiel, Ronald/ Lange, Dieter/ Zimmermann, Carsten</i>	Which capabilities are crucial? Redefining the Telco value chains		

Tuesday, 4 September 2007, 11:15 - 12:45 Parallel Sessions IV								
5.2 Mobile Market Trends I Chair : Olaf Rieck								
M	<i>Nakamura, Akihiro /</i>	Impact of fixed-mobile convergence in Japan – estimation of market size using empirical welfare analysis	<i>Curwen, Peter / Whalley, Jason</i>	Internationalisation in Asia-Pacific mobile telecommunication markets: 'local' versus 'foreign' investment	<i>Ballon, Pieter / Audenhove, Leo / Van Staelens, Tomas / Martijn Poel</i>	Business Models for Wireless City Networks in the EU and the US: Public Inputs and Returns	<i>Ramos, Sergio/ Pérez, Jorge/ Espías, Manuel</i>	Analysis of the techno-economic viability of European mobile network operators' strategies
1.3 Regulatory Reforms I Chair: Emanuele Giovannetti								
L	<i>Atiyas, Izak/ Doganoglu, Toker/ Reichhuber, Martin</i>	General Access Payment Mechanisms	<i>Beckert, Bernd/ Blind, Knut/ Nowack, Bent</i>	The identification of new and emerging markets: A first multicriteria proposal for regulatory bodies applied to the VDSL case	<i>Szabolcs Koppányi</i>	The scope, chances and limits of the effective appeal mechanism in electronic communications, with specific regard to SMP regulation		
4.3 Internet and Content: Legal Issues Chair: Natascha Just								
S / M	<i>Harison, Elad</i>	Who owns enterprise information? Data ownership rights in Europe and the U.S.	<i>Park, So Young / Kang, Shin Gak</i>	Lawful interception - regulatory framework for IP applications	<i>Rotenberg, Boris /Companó, Ramón</i>	Search engines for audio-visual Content: Copyright Law & Its Policy Relevance		
4.5 Technical and Security Issues Chair: Martin Waldburger								
S	<i>Ghernaoui-Hélie, Solange / Sfaxi, Mohamed Ali / Tashi, Igli</i>	How QKD can improve the security level of future e-commerce transactions	<i>Sakurai, Naoko / Otsuka, Tokio / Nagano, Hiroshi/ Mitomo, Hitoshi</i>	etary Value of Japan ecurity Damage: An nation Based on the ective Evaluation by Internet Users in	<i>Kim, Jeong-Tae / Lee, Kwanghee</i>	Indoor Wireless Communications Network Optimization using Mountain Clustering Method		
4.4 Internet: Policy Challenges Chair: Arturo Robles Rovalo								
M	<i>Hwang, Junseok/ Oh, Jongeun</i>	Two-sided market studies: The case of Korean Internet portals	<i>Vanberg, Margit</i>	Competitive effects of network externalities on interconnection - incentives of ISPs	<i>Ramos, Sergio/ Olmos, Ana/ Perez, Jorge</i>	Internet governance policies evolution: relevant issues in a multi-stakeholder approach	<i>Markendahl, Jan/ Mäkitalo, Östen</i>	Key capabilities and business role interaction for provisioning of public Internet access in local environments
3.5 Broadband usage: e-business Chair: Brigitte Preissl								
S	<i>Cerno, Leonel/ Pérez Amaral, Teodosio</i>	E-commerce use in Spain	<i>Nepelski, Daniel</i>	Disruptive technologies and firm age. Technological progress in the ICT industry.	<i>Uesugi, Shiro/ Okada, Hitoshi</i>	A Case Study from ICT Experimental Project in Rural Japan		

Tuesday, 4 September 2007, 14:15 - 15:45 Parallel Sessions V								
5.4 Mobile Broadband II Chair: Pierre Vialle								
M	<i>Erber, Georg</i>	WiMax: An alternative emerging communication infrastructure	<i>Rovalo, Arturo Robles Feijóo, Claudio Gómez-Barroso, José-Luís</i>	Broadband access feasibility in emerging economies: assessing the wireless opportunity	<i>Rendon Juan/ Kuhlmann, Federico/ Aranis, Juan P.</i>	A business model for a 4G wireless network in Europe		
1.4 Regulatory Reforms II: empirical results and policy conclusions Chair: Massimo Gastaldi								
M/L	<i>Urbiztondo, Santiago / Bonardi, Jean-Philippe / Quélin, Bertrand</i>	The political economy of international regulatory convergence in public utilities	<i>Varela, João</i>	Unbundling and incumbent investment in quality upgrades and cost reduction	<i>Fredebeul-Krein, Markus</i>	10 years of liberalised telco markets in Germany: Assessing the degree of competition on the markets for voice telephony	<i>Bacchiocchi, Emanuele / Florio, Massimo/ Gambaro, Marco</i>	Privatization and policy reforms in the telecommunication sector: empirical evidence for 15 EU countries
5.1 Mobile Market Trends II Chair: Daniel Nepelski								
M	<i>Curwen, Peter/ Whalley, Jason</i>	Effecting entry into the European mobile telecommunications industry via 3G licenses	<i>Rappoport, Paul/ Alle man, James/ Taylor, Lester</i>	The estimation of Wireless Households: A Local Perspective	<i>Svigelj, Matej Hrovatin, Nevenka</i>	The choice of mobile operators in Slovenia	<i>Basios, Chris/ Androulidakis, Iosif/ Androulidakis, Nikos</i>	Survey Findings towards Mobile Services Usage and M-Commerce Adoption
3.3 Broadband Investment Strategies								
S	<i>Bouwman, Harry/ Fijnvandraat, Marieke L.</i>	Analyzing the complexity of decision making in broadband network upgrading & roll out	<i>Bouwman, Harry/ Fijnvandraat, Marieke L.</i>	Exploring the rationale behind broadband roll out – A quantitative analysis	<i>Ahn, Jae-Hyeon Han, Sang-Pil Lee, Dong-Joo Skudlark, Ann</i>	Impact of customer acquisition channels on high tech services – using VoIP as an example	<i>Moral Caballero, A./ Vergara Pardillo, A./ Riera Salis, J.M./ Ramos Villaverde, S./ Pérez Martínez, S.</i>	Technical and economic viability of WiMAX-PLC; network roll out to supply broadband access in rural and exurban areas
5.7 Trends in Mobile Regulation Chair: Tobias Veith								
M	<i>Kruse, Jörn</i>	Mobile termination carrier selection instead of regulation	<i>Waldburger, Martin, Stiller, Burkhard</i>	Regulatory issues for mobile grid computing in Europe	<i>Rohlf, Jeff</i>	Countervailing buyer Power and mobile termination		
9.2 IPTV and mobile TV Chair: Arnd Weber								
S	<i>Bouwman, Harry/ Zhengjia, Meng / van der Duin, Patrick</i>	Business model for IPTV service: a dynamic framework	<i>Koh, Soon Ju / Park, Young Joon</i>	The delayed regulatory response to digital convergence: the case of Korean IPTV	<i>Tadayoni, Reza</i>	IPTV regulation – Challenges of the new era		

Tuesday, 4 September 2007, 16:15 - 17:45 Parallel Sessions VI								
2.4 Next Generation Networks II Chair: Marieke Fijnvandraat								
L	<i>Choi, Sun-me</i>	How the regulatory frame-work will be changed for the all-IP network	<i>Hirschhausen, Christian Kirsch, Fabian</i>	Regulation of next generation networks: structural separation, access regulation or no regulation at all?	<i>Cadman, Richard</i>	NGN Interconnection: Charging Principles and Economic Efficiency		
6.2 Internationalisation of Markets and Company Strategies								
M	<i>Curwen, Peter/Jason Whalley</i>	Consequences for mobile operator strategy of the expansion of the European Union	<i>Rieck, Olaf / Doan, Thang</i>	Shareholder wealth effects of M&As in the telecommunications industry	<i>Riccardi, Delphine Ciriani, Stéphane Quélin, Bertrand</i>	The economic and regulatory determinants of market entry: MVNOs-based services		
6.3 Determinants of Market Development								
S	<i>Teruyui Bunno/Hiroki Idota Masatsugu Tsuji Hiroaki Miyoshi Masaru Ogawa and Machiko Nakanishi</i>	The Diffusion of Information and Communication Technology among Japanese SMEs	<i>Giovannetti, Emanuele/ Alessio D'Ignazio</i>	High Tech Internet districts in Italy: is Proximity a Replacement for Weak Competition?	<i>DaeKyeong, Nam Kim, Juseong</i>	The Global Competitiveness Index of Korean Home Network Device Industry		
4.6 Net Neutrality II Chair: Toker Doganoglu								
M	<i>Knieps, Günther/ Zenhäusern, Patrick</i>	The fallacies of 'network neutrality'-regulation	<i>Kocsis, Viktória / de Bijl, Paul W.J.</i>	Network neutrality and the nature of competition between network operators	<i>Cave, Jonathan / Marsden, Chris</i>	Price and quality discrimination in NG internet access: Beyond the 'net neutrality' debate	<i>Chirico, Filomena, van der Haar, Ilse/ Larouche, Pierre</i>	Network Neutrality in the EU
7.2 Regulators' Roundtable Chair: Izak Atiyas								
M	Participants: Yu-li Liu , National Communications Commission in Taiwan Sudharma Yoonaidharma , National Telecommunications Commission Thailand Nur Saygi , Turkish Telecoms Authority Johannes Bauer , Michigan State University Andrea Renda , CEPS Centre for European Policy Studies, Brussels							

Wednesday, 5. September 2007

Wednesday, 5 September 2007, 9:15 - 10:45 Parallel Sessions VII							
3.4 Drivers of Broadband Demand							
M	<i>Cardona, Mélisande / Schwarz, Anton / Yurtoglu, B. / Burcin</i>	Demand for Internet services in Austria	<i>Christopoulos, Apostolos / Kosteletou, Lina / Vergos, Konstantinos P.</i>	Globalisation and broadband: The case of the Greek telecommunications market	<i>Kim, Min Kyoung / Park, Myeong-Cheol</i>	A study on the user generated content business strategy in Korea	
5.5 Regulating Mobile Markets Chair: Jason Whalley							
M	<i>Kwon, Youngsoun / Choi, Kwangjin</i>	Changing focuses in spectrum management regime debates and owning versus renting	<i>Jun-Seok, Hwang / Hyun-Young, Yoon</i>	Future dynamic spectrum management framework considering technology innovation: Korea spectrum policy case	<i>Takasaki, Haruo / Fujiwara, Masahiro</i>	An analysis of the MNO strategy through the introduction of mobile number portability system	
8.4 Bundling of Services Chair: Hasan Alkas							
S	<i>Lara, Almudena / Bellis, James / Houpis, George</i>	The trend for bundling products in ICT	<i>Haaker, Timber / Hettinga, Marike / de Vos, Henny</i>	Customer preferences for bundles of content services	<i>Mitomo, Hitoshi / Otsuka, Tokio / Nakaba, Kiminori</i>	A behavioral economic interpretation of the preference for flat rates: a case of post-paid mobile phone services	
9.3 Media Markets Chair: Arnd Weber							
M	<i>Kasuga, Norihiro / Shishikura, Manabu</i>	Analysis on market structure of broadcast service. On the optimal level of channel variety	<i>Gambaro, Marco</i>	Value of the content and value of the channel: movie rerun on television	<i>Bauer, Johannes M. / Ha, Im Sook / Saugstrup, Dan</i>	Mobile Television Challenges of Advanced Service Design	

Wednesday, 5 September 2007, 11:15 - 12:45 Parallel Sessions VIII							
1.5 Regulatory Practice Chair: Margit Vanberg							
M	<i>Savage, Scott J./ Chen, Yongmin</i>	The effect of competition on cable Internet access prices	<i>Kang, Sun A</i>	A case study of issues and methods of ROR (Rate of Return) Estimation	<i>Bauer, Johannes M. / Bohlin, Erik</i>	From static to dynamic regulation: recent developments in U.S. telecommunications policy	
8.2 Universal Service							
S	<i>Baek, Hyunmi/ Byun, Jaho</i>	A Competitive Scheme for Selection of Universal Service Providers	<i>Park, Dae-su / Sun Hee Lee</i>	Reconsidering USO for Broadband: Analysis of Broadband USO Issues and Policy Recommendations	<i>Rappoport, Paul Alleman, James</i>	The digital divide and economic reality: A cross-country assessment	
1.6 Regulation and Economic Dynamics Chair: Elena Gallo							
M	<i>Gille, Laurent/ Benghozi, Pierre-Jean/ Vallée, Alain</i>	Innovation and regulation in the digital age: a call for new perspectives	<i>Veith, Tobias</i>	Regulation and Investments in Telecommunication Markets	<i>Sung, Nakil Kwon, Taegoo</i>	Competition, regulatory policies and productivity growth in the U.S. local telecommunications	
6.1 Country Studies Chair: Peter Curwen							
S	<i>Koksal, Emin</i>	Access Pricing for Developing Countries	<i>Klevecka, Irina/ Lelis, Janis</i>	Perspective evaluation of the electronic communications market in Latvia	<i>Komandur, Swarirajan</i>	Significant recent developments in the Indian Telecom Sector. Attractions for investors and business.	

Plenary

Room

Wednesday, 5 September 2007

14:15-15:45

Plenary Session II

**Panel discussion on Vertical Separation
Chair: Scott Marcus, WIK**

15:45 – 16:15

Closing Session

**Brigitte Preissl, Vice Chair of ITS
Concluding remarks**