



26TH EUROPEAN REGIONAL INTERNATIONAL TELECOMMUNICATION SOCIETY CONFERENCE

What next for telecommunications?

Conference Programme
San Lorenzo de El Escorial, Spain, 25th – 27th June 2015

Programme Overview, 25th – 27th June 2015.

Thursday, 25 th June		Friday, 26 th June		Saturday, 27 th June	
08.30 – 17.00	Registration				
08.30 – 09.30	Bus shuttle from Hotel Tirol to venue	08.30 – 09.30	Bus shuttle from Hotel Tirol to venue	08.30 – 09.30	Bus shuttle from Hotel Tirol to venue
10.00 – 10.30	Opening session	10.00 – 11.30	Parallel session 4	10.00 – 11.30	Parallel session 8
10.30 – 12.00	Plenary session	11.30 – 12.00	Coffee	11.30 – 12.00	Coffee
12.00 – 12.30	Coffee	12.00 – 13.30	Parallel session 5	12.00 – 13.00	Parallel session 9
12.30 – 13.30	Parallel session 1	13.30 – 15.00	Lunch	13.00 – 13.30	Closing session
13.30 – 15.00	Lunch	15.00 – 17.00	Parallel session 6	13.30 – 14.30	Lunch
15.00 – 16.30	Parallel session 2	17.00 – 17.30	Coffee		
16.30 – 17.00	Coffee	17.30 – 19.00	Parallel session 7		
17.00 – 18.30	Parallel session 3				
19.00 – 21.00	Welcome reception	20.00 – 22.00	Conference dinner		
21.00	Bus shuttle from venue to Hotel Tirol	22.00	Bus shuttle from venue to Hotel Tirol	15.00	Bus shuttle from venue to Hotel Tirol

Opening Sessions: Thursday, 25 June 10:00 – 12:00

10.00-10.30	Opening Session Prof Erik Bohlin, ITS Chairman Prof Teodosio Perez-Amaral, Chairman of the organising committee Jorge Martínez, Asesor (advisor) of the Secretary of State of Telecommunications and Information Society in the Ministry of Industry, and Professor of Telecommunications in the Madrid Politechnical University, Spain
10.30-12.00	Plenary Session Martin Cave, Deputy Chair of the Competition Commission, United Kingdom. Andrea Renda, Centre for European Policy Studies (CEPS), Brussels.
	Theatre – Aula Magna

Parallel Sessions: Thursday, 25th June.

Parallel Sessions 1: 12.30 – 13.30			
OTT	Regulation 1	Devices	Network neutrality 1
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas	Room 15 – Sala Villacastin
<p>Marinic & Lindmark – Emerging business models for mobile over-the-top (OTT) communications</p> <p>Liu – Regulatory disparity between the traditional media and the new media: The debates on licensing the OTT video services in Taiwan</p> <p>Kraemer & Wohlfarth - Regulation of over-the-top services: similarities and differences to the regulation of infrastructure services</p>	<p>Unver, Goktaylar & Tezel - Regulatory implications of FMS for voice services in turkey: analysis of recent regulatory acts on deregulation and margin squeeze</p> <p>Ntarzanou & de Almeida Pereira - Telecom operators and the aftermath of the European Commission agenda for the termination of roaming charges within the EU</p> <p>Manh, Falch & Williams - The role of stakeholders on implementation universal service policy in Vietnam</p>	<p>Vesselkov, Riikonen & Hämmäinen - Evolution of mobile handset feature dependences</p> <p>Laya, Sundquist & Markendahl – Motivation, regulation and actor constellations – Experiences from a multidisciplinary research project on health and wellbeing as part of the Internet of Things</p> <p>Lim & Kim - Complement and network externalities in the mobile devices industry</p>	<p>Terada - Network Neutrality Policy and Debates: Japan's Perspective</p> <p>Shin - Application of actor-network theory to network neutrality in Korea</p> <p>Jitsuzumi - Recent development of net neutrality conditions in Japan: impact of fiber wholesale and long-term evolution (LTE)</p>

Thursday, 25th June

Parallel Sessions 2: 15.00 – 16.30			
Mergers & acquisition activity Room 10 – Sala Felipe II	Regulation 2 Room 12 – Sala Regencia	Consumers 1 Room 13 – Sala Adelfas	Online activities Room 15 – Sala Villacastín
<p>Yang, Nam & Kim - Insight into the rival effects of M&A: The Case of Apple & Google</p> <p>Navio-Marco, Solorzano-Garcia & Urueña - Language as key factor for value creation in telecommunication mergers and acquisitions</p> <p>Houngbonon – The impact of entry and merger on the price of mobile telecommunication services</p> <p>Curwen & Whalley - And then there were 3: Consolidation within European mobile telecommunication markets</p>	<p>Marcus, Elixmann & Gantumur - Economic chances and risks of a far reaching harmonisation and centralisation of telecoms regulation in Europe</p> <p>Alleman & Rappoport - Regulation of information & communications technology (ICT) sector: an empirical analysis</p> <p>Tozer - Assessment of the impact of regulation on operator strategy and investment; the case of Turkey's telecommunications market</p> <p>Falch & Henten - European broadband policy – regulation vs. facilitation</p>	<p>Skudlark - Characterizing SMS spam in a large cellular network via mining victim spam reports</p> <p>Muñoz, Rodríguez & Santamaría - Minimum term contracts in the absence of handset subsidies</p> <p>López, Pérez-Amaral, Garín-Muñoz & Gijón - Consumer protection in mobile telecommunications: an international comparison</p> <p>Clifton, Díaz-Fuentes & Fernandez-Gutierrez - Ease of comparing offers in telecommunications markets. Does it work for vulnerable consumers?</p>	<p>Wang & Lin - Key success factors of crowd funding: from a user experience perspective</p> <p>Windekilde & Henten - Transaction costs and the sharing economy</p> <p>Martínez de Ibarreta & Gijón - Risk behaviour, fraud and e-trust of individual consumers in Spain</p>

Thursday, 25th June

Parallel Sessions 3: 17.00 – 18.30			
Demand	Market structure	Regulation 3	Panel session - Cyber-security
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas	Room 15 – Sala Villacastín
<p>Agiakloglou & Polemis - What determines the increasing demand for telecommunications services? Evidence from the EU countries before and after liberalization</p> <p>Anil & Koksai - The determinants of the demand for business to consumer e-commerce in Turkey</p> <p>Svigelj, Hrovatin & Zoric - What drives Internet users to subscribe to new generation access networks and higher Internet speeds?</p> <p>Balmer - Competition and market strategies in the Swiss fixed telephony market - An estimation of Swisscom's dynamic residual demand curve</p>	<p>Horstmann, Krämer & Schnurr - How many competitors are enough to ensure competition in the telecommunications industry? – Evidence from oligopoly experiments</p> <p>Jeanjean & Hounghonon - Is there an optimal number of firms in the wireless markets?</p> <p>Serdarevic, Houppis, Rodriguez & Ovington - The impact of network competition in the mobile industry</p> <p>Serrano-Calle - Increasing the value of telecom operators with a single EU market</p>	<p>Sundquist & Markendahl – A case study cost modelling of regulatory alternatives to mitigate the mobile network coverage and capacity problems in rural areas</p> <p>de Pablo, Portilla-Figueras, Navío-Marco & Salcedo-Sanz - Exporting European telecommunication policies and investment opportunities to Latin American countries: A clustering-based approach</p> <p>Batura - Consideration of sector specific regulation in competition law analysis</p> <p>de Streel & Hocepić - A new legal test for access regulation in the electronic communications</p>	<p>Moderator – Dr Covadonga Gijón</p> <p>Dr. Tatiana Tropina, Max Planck Institute for Foreign and International Criminal Law, Germany</p> <p>Dr. Socorro Bernardos, Cibervoluntarios, Spain</p> <p>Dr. Juan Caballero, IMDEA Software Institute, Spain</p>

Parallel Sessions: Friday, 26th June.

Parallel Sessions 4: 10.00-11.30			
Big data 1	Personal data and information	Mobile 1	Network neutrality
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas	Room 15 – Sala Villacastín
<p>Simon & de Prato – Is data really the new ‘oil’ of the 21st century or just another snake oil? Looking at users and users (private/public)</p> <p>Chua, Chang, Wong & Tan - The implementation of privacy protection policy for big data analytics: Challenges faced in the Malaysian telecommunications industry</p> <p>Valarezo-Unda, Pérez-Amaral & Gijón - Big data in Spain</p> <p>González – Next generation WiFi. Big Data for visibility, analytics and engagement.</p>	<p>Kim, Nam & Kim - The economic value of personal information and policy implication</p> <p>Ruiz, Gómez-Barroso & Feijóo - The business value of personal data: a production function approach</p> <p>Potoglou, Palacios, Feijoo & Gómez Barroso - The supply of personal information. A study on the determinants of information provision in online scenarios</p>	<p>Bouwmann, de Reuver, Cavallini, Lourens, Manocha & Vaessen - Mobile payment: a multi-perspective, multi-method research project</p> <p>Jaunaux - Current European wholesale roaming regulation is not an obstacle to a sustainable introduction of Roaming like at home</p> <p>Kuroda & Baquero - Analysis of the role of international network effects on the diffusion of 3G mobile communication networks</p> <p>Liang - How fixed and mobile usage interact? Theory and evidence from fixed and mobile markets</p>	<p>Van der Wee, Vandeveld, Verbrugge & Pickavet - Evaluation of the impact of net neutrality on the profitability of telecom operators. A game-theoretic approach.</p> <p>Arnold, Waldburger, Schneider, Schmid & Morasch - The value of network neutrality to European consumers</p> <p>Martinez, Alvarez & Markendahl - Study of the potential impact of quality-of-experience based services on net neutrality principles</p> <p>Kourandi, Kraemer & Valletti - Net neutrality, exclusivity contracts and Internet fragmentation</p>

Friday, 26th June

Parallel Sessions 5: 12.00-13.30			
Big data 2	Spectrum	Consumers 2	Understanding personal information-driven markets
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas	Room 15 – Sala Villacastín
<p>Yeh – A qualitative change of personal information in the age of big data: A study of court case in Taiwan</p> <p>Rallet & Rochelandet - Privacy and antitrust in the big data era: Opposing or complementary regulations?</p> <p>Park, Kim & Paik – The factors of organisation and technology influencing on big data acceptance in Korean firms</p>	<p>Massaro, Pogorel & Bohlin – Next generation of radio spectrum management licensed shared access and the trade-off between static and dynamic efficiency</p> <p>González-Valderrama, Frias & Martinez - Assessment of spectrum value: Application to sub-1GHz frequency bands</p> <p>El-Moghazi, Whalley & Irvine - Technology neutrality: Exploring the interaction between international mobile telecommunication and national radio spectrum management policies</p>	<p>Sobolewski & Kopczewski – Modelling reservation prices for bundles of telecommunication services in Poland</p> <p>Zamarripa & Pérez Amaral - Consumer protection in telecommunications services: a comparison between Mexico's regulation and international best practices</p> <p>Ureña-López, Gijón, Feijóo, Castro-García-Muñoz & Ureña-Fernández - Substitution of individual services for bundled services in Spain</p> <p>Mwakatumbula & Mitomo - Consumer awareness and protection in the telecommunications industry. A case of Tanzania</p>	<p>Moderator – Professor José Luis Gómez Barroso</p> <p>María Teresa Arcos Sánchez – Orange, Director of Institutional Relations, Spain</p> <p>Antonio Muñoz Marcos - Telefónica Digital, Business Affairs Digital Regulation Counsel, Spain</p> <p>José Luis Piñar Mañas - Universidad CEU San Pablo, Spain</p>

Friday, 26th June

Parallel Sessions 6: 15.00-17.00			
Innovation	Infrastructure investment	Digital divide	Mobile content and digital media challenges: the pending business model (r)evolution
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas	Room 15 – Sala Villacastín
<p>Namjun, Jung, Huh & Hwang - Social network analysis about the technology development form and cooperative relations of global wireless telecommunication technologies based on worldwide patent statistical database</p> <p>Binsfeld, Pugalis & Whalley - Innovative ecosystems in a small country: An exploratory analysis of Luxembourg</p> <p>Idota, Bunno, Ueki, Shinohara & Tsuji - Empirical analysis of factors promoting product innovation in ASEAN economies: from the viewpoint of absorptive capacity and ICT use</p> <p>Mazat, Falck & Stockinger - Broadband infrastructure and entrepreneurship: Evidence from German municipalities</p> <p>Vialle, Beltran & Whalley - An assessment of innovation profiles of telecom operators: A longitudinal comparison between BT and Orange from 2004 to 2013</p>	<p>Balmer - Cooperative investment in next generation broadband networks: A review of recent practical cases and literature</p> <p>Serdarevic, Ovington, Hunt & Kenny - Evidence for a ladder of investment in central and eastern European countries</p> <p>Levin & Schmidt - Policies to Facilitate FTTP Deployment</p> <p>Gallardo, Méndez, Monjas & Sánchez - Real options on new generation access networks based on FTTH. An approach to the Spanish case</p> <p>Briglauer, Gugler & Haxhimusa - Facility- and service-based competition and investment in fixed broadband networks: lessons from a decade of access regulations in the European Union member states</p>	<p>Serrano-Cinca, Muñoz-Soro & Brusca-Alijarde - The determinants of the digital divide and digital exclusion: a multivariate analysis</p> <p>Frias, Valderrama & Martínez - Keys and challenges to close the rural broadband gap. The role of LTE networks in Spain</p> <p>Bauer, Garcia-Murillo & Macinnes - Techno-unemployment?</p> <p>Vivanco - Between the use-appropriation of ICT and effective participation of women from rural areas in information health systems: The case of the Cuna Más program tablets (Perú)</p> <p>Gijón, Pérez-Amaral, Garín-Muñoz & López - Residential demand for information and communications technologies in Spain: TICH 2014 survey</p>	<p>Panel session</p> <p>Claudio Feijóo, Universidad Politécnica de Madrid, Spain & Tongji University, China</p> <p>Juan Miguel Aguado, Universidad de Murcia, Spain</p> <p>Jean Paul Simon, JPS Public Policy, France</p> <p>Andreu Castellet, Universidad de Murcia, Spain</p> <p>Jose Manuel Noguera, Universidad Catolica de Murcia, Spain</p>

Friday, 26th June

Parallel Sessions 7: 17.30-19.00			
Business models	Internet (of Things)	Television	Issues in today's telecommunication industry 1
Room 12 - Sala Regencia	Room 10 – Sala Felipe II	Room 15 – Sala Villacastín	Room 13 – Sala Adelfas
<p>Scher & Beltran - Providing identity based on the telephone number: A new business model for telecommunication operators</p> <p>Martinez, Nesse & Markendahl - QoE-based service differentiation: Business models analysis for the mobile market</p> <p>Lee & Kwon - Can print news media firms make good deals with Internet portals? A search for mutually beneficial deals</p>	<p>Ghanbari, Álvarez & Markendahl - Internet of Things: Redefinition of business models for the next generation of telecom services</p> <p>Krancke & Vidal - Is Competition just for losers? The economics of the Internet value chain revisited</p>	<p>Lin, Liang & Chiang - Examining predictors for media engagement of using TV-related Weibo and Chinese user behaviour</p> <p>Nam & Kwon - How important are real-time communications in TV watching? A case of AfreecaTV in Korea</p>	<p>Ventura & Satorra - A multiple indicator model for panel data: an application to ICT area-level variation</p> <p>Weber - Europe's perspective: Non-compromised terminals, free long-range communications</p> <p>Kretova - Corruption in Ukrainian telecommunications sector: Problems and legal and political remedies</p>

Parallel Sessions: Saturday, 27th June.

Parallel Sessions 8: 10.00-11.30		
Impact of technology	Broadband	Mobile 2
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas
<p>Garcia-Murillo, de Almeida & Zaber - Information and communication technologies as drivers of social unrest</p> <p>Cheng, Mitomo, Otsuka & Jeon - Media's effects on people's perceptions and intentions in post-disaster Recovery – A case study of the Great East Japan earthquake</p> <p>Soler Alemany & Mitomo – The impacts of civic media on the progress of democratization in China: A socio-political approach through the case of Hong Kong as an early indication</p> <p>Kawauchi, Shinohara & Yokozawa - Study on factors for evaluating the economic impact of data localization requirement policies on the IT industry</p>	<p>Coyne & Lyons - The price of broadband quality: Tracking the changing valuation of service characteristics</p> <p>Amendola - Ultra-Broadband for all in Europe: Can access regulation hinder innovation and welfare maximisation?</p> <p>Sudtasan - Economic determinants of optical fiber share in total broadband connections in OECD countries</p> <p>Balmer - Geographic regulation of next generation broadband networks: A review of practical cases and recent literature</p>	<p>Yuguch - What is the role of the mobile operators in the 5G mobile communications?</p> <p>Breukers, De Reuver, Oey & Bouwman - Mobile data offloading: an agent-based modelling study on the effectiveness of WiFi offloading</p> <p>Calzada & Martínez-Santos - Price setting and competition in the mobile broadband market</p> <p>Asimakopoulos, Hernández & Whalley - Internationalization of European mobile telecommunication operators: institutional diversity and performance implications</p>

Saturday, 27th June

Parallel Sessions 9: 12.00-13.00		
Issues in today's telecommunication industry 2	Internet	Convergence & complexity
Room 10 – Sala Felipe II	Room 12 – Sala Regencia	Room 13 – Sala Adelfas
<p>Osei-Owusu - The analysis of the Ghanaian telecom industry</p> <p>Giovannetti & Hamoudia - The diffusion of mobile social networking: externalities and their drivers from a European perspective</p> <p>Whalley, Garrett & Vialle - An exploratory study of the board composition of European incumbent telecommunication operators</p>	<p>Marcus, Waldburger & Elixmann – Mechanisms to secure the “best efforts” Internet</p> <p>Stocker - The end of transit and peering? Interconnection and capacity allocation for all-IP networks</p> <p>Horstmann, Kraemer & Schnurr - Upstream competition and open access regimes – Experimental evidence on two-stage markets</p>	<p>Henten & Tadayoni - Empirical analysis of ICT convergence</p> <p>Tseng - Media conglomerate diversification and interests conflict in the convergence age</p>

Saturday, 27th June

Closing session: Saturday 13.00-13.30	
13.00 – 13.30	Closing Remarks
	Room 13 – Sala Adelfas