



International Institute of Communications

TELECOMMUNICATIONS AND MEDIA FORUM

Madrid, Spain

Tuesday 24 and Wednesday 25 June 2008

Kindly hosted by Telefónica

Distrito C, Central Building, Ronda de la Comunicación, 28050 Madrid

DRAFT PROGRAMME

This is a confidential programme for discussion only and not for general circulation. All those listed have confirmed their participation unless otherwise indicated. Timings are provisional.

(@ 6 June 2008)

TUESDAY 24 JUNE 2008

09:00 Registration and refreshments

09:30 In the chair **Brian Quinn**
Director General, International Institute of Communications

WELCOME REMARKS

Brian Quinn

09:35 **KEYNOTE ADDRESS**

Carlos Lopez Blanco

Director, International Office, Telefónica Group

Discussion

SESSION ONE

Next Generation Networks – What does the Future Hold?

- Discontinuity or evolution? What will the network market of the future look like? What can be anticipated by way of consumer demand? How will the transition be made and what will happen to legacy structures and products?
- What kinds of regulatory structures are required to stimulate investment, access, new applications and a competitive environment? What role for geographic separation and harmonized remedies?
- What kinds of industry structures and business models will be appropriate? And what will be the balance between retail and wholesale operations?

10:10 In the chair: **Chris Boam**
Director, International Public Policy and Regulatory Affairs
Verizon Communications

- Speakers **Tony Shortall**
Economic Advisor, Policy Development, Information Society
and Media Directorate-General
European Commission
- Brian Williamson**
Plum Consulting
- Carlos Olivo-Valverde**
Manager, Economic Regulation and Competition Law
ONO
- Sakari Kotola**
Head of Market Making, Convergence Solutions
Nokia Siemens Networks
- Peter McCarthy-Ward**
Director of Equivalence, BT Group
- Javier Ayuso**
Head of Audiovisual
Comisión del Mercado de las Telecomunicaciones (CMT)

11:10 Refreshments

11:30 Discussion

13:00 Lunch

13:45 Tour of the building and demonstration centre

SESSION TWO

Rethinking Universal Service in the Digital Age – What are the Options?

- What might universal service mean in a digital world? What should the objectives and scope be and who should the providers be? How to avoid potential market distortions?
- How feasible is universal broadband? Is it best left to the market? If it is required, how could an USO in broadband be organised and funded?
- What are the implications for public service broadcasting and for public sector information and content? What about must carry obligations?

14:30 In the chair **Jean Paul Simon**
Director, JPS Public Policy Consulting

KEYNOTE ADDRESS

Dr Cezar Santos Alvarez

Chief of the Agenda Adjunct Cabinet of the Personal Cabinet of the President of the Republic and Digital Inclusion Coordinator of the Federal Government, Brazil

Discussion

15:15 Speakers **Simon Forge**
SCF Associates

David M Ortega Peciña
European Public Affairs and Competition
Organización de Consumidores y Usuarios

Roland Doll
Vice President, International Government Relations
Deutsche Telekom

Pascal Albrechtskirchinger
Delegate to the European Institutions
Zweites Deutsches Fernsehen (ZDF German Television)

AGCOM representative (*invited*)

16:15 Refreshments

16:30 Discussion

17:30 End of Day One

WEDNESDAY 25 JUNE 2008

09:00 Refreshments

In the chair: **Rafael Díez-Vega**
Head of Corporate Regulatory Affairs, Telefónica

09:15 **KEYNOTE ADDRESSES**

The Review of the Telecommunications Regulatory Framework - An Update
Pilar del Castillo Vera, MEP

Representative from the Technology and Information Society Department,
Ministry of Economy, Finances and Industry, France (*invited*)

Discussion

SESSION THREE

Digital Content Creation – Where Will the Funding Come From?

- Implications for content of the move to a multi-platform and on-demand environment. Where will new content ideas come from?
- What is the impact on advertising and subscription-based models? When and how are investments made and revenue raised? What new sources of finance are available?
- How to ensure vibrant national and regional digital content industries? What role, if any, does regulation or government policy play in this regard?
- Is there a significant potential role for telecoms operators and are they able to fulfil it? What are the experiences to date of their involvement in content creation and what are the benefits and drawbacks?

10:15 In the chair: **Andrea Millwood Hargrave**
The Association for Television on Demand Secretariat;
Director, Regulatory Affairs, International Institute of
Communications

- Speakers
- Simona Martorelli**
National Expert, Content Online, Audio and Media Policies,
Information Society and Media Directorate General
European Commission
- Joan Barata Mir**
Head of Cabinet of the Chairman, Catalan Broadcasting
Council
- Miguel López-Quesada**
General Manager, Corporate Communications and Institutional
Affairs, Zed Group; Member of the MEF Global Board
- Angel Blasco**
Head of Films, Corporate Content Unit, Telefónica
- Robin Foster**
Adviser to the UK Government's Convergence Think Tank, and
Chief adviser to the Board of Human Capital media consultants
- Augusto Preta**
General Manager, ITmedia Consulting

11:15 Refreshments

11: 35 Discussion

13:00 Lunch

<p style="text-align: center;">SESSION FOUR TV Transmission – The Battle of Technologies, Standards and Industry Structures</p>

- To what extent would the international adoption of open standards bring significant economic and social benefits or should choice of technologies and standards be left to the market?
- Implications for spectrum allocation and management, and for interoperability
- The evolution and mechanisms for international standards setting – On what basis should or could international standards be set for television transmission? Implications of international standard setting for industry structures, competition and future technological and market developments
- Shifting industry structures – what are the dynamics? How will telecoms operators, IT providers and broadcasters work together?

13:45 In the chair: To be determined

- Speakers
- Juan Pablo Torres**
Director of Business Development, Alcatel-Lucent Mobile
Broadcast
- Renaud Di Francesco** (*invited*)
Head, Europe Technology Standards Office, Sony
- Joan Manel Espejo**
New Businesses Spain Director, Abertis Telecom

Ola Bergström

Senior Policy Adviser, International Affairs, Swedish Post and Telecom Agency (PTS)

Telefónica O2 Europe representative to be determined

Jean-Pierre Evain

Senior Engineer, European Broadcasting Union

14:45 Discussion

15.30 **CLOSING REMARKS**

Brian Quinn

Director General, International Institute of Communications

Refreshments and End of Forum

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