DRAFT—SUBJECT TO CHANGE

The State of Telecom – 2012

A Trans-Atlantic Dialog with IDATE

September 24, 2012
Columbia University
New York

Over the Top: New Business Models with New International Telecom Rules?

To Register Please Visit http://www4.gsb.columbia.edu/citi/events/SOT2012

9:00 WELCOME – Eli Noam, CITI, and Yves Gassot, IDATE

9:30 Business Models for Network Operators in an OTT World

- The emerging value chain—networks, applications, devices, and content
- Emerging OTT applications
- Emerging pricing models
- Emerging innovation in technology and content

Speakers

- **Vincent Bonneau**, Head of the Internet Department, IDATE (France)
- **Stephane Dufour**, CSO, Swisscom (Switzerland)
- **Paul Budde**, Managing Director, BuddeCom and Lead Author of "Broadband: A Platform for Progress," a report by the UN Broadband Commission for Digital Development (Australia)
- **Yu-li Liu**, Professor, National Chengchi University *(Former NCC Commissioner)* (Taiwan)

- **Additional speaker** from US service provider invited

10:45 Sen. Stephen Conroy, Minister for Broadband, Communications and the Digital Economy and Member of the UN Broadband Commission for Digital Development (Australia)

BREAK

11:15 The Impact of OTT on Traditional National Networks and Media

- The future of the traditional telecom providers: how to maintain declining wireline networks, and invest in new ones
- The future of competition: Are multiple local broadband networks sustainable in an OTT world?
- The future of investment resources for developing countries
- The future of traditional media companies

Speakers

- **Gabrielle Gauthey**, EVP Alcatel Lucent (France)
- **Emmanuel Rochas**, Head of the Strategy, Orange Group (France)
- **Henning Schulzrinne,** Chief Technologist, FCC (USA)
- **Richard Whitt,** Vice President and Global Head of Public Policy and Government Relations, Motorola Mobility Inc. (Google), (USA)
- **Matthais Kurth,** Attorney *(former President of the Federal Network Agency 2001-11)* (Germany)

12:30 LUNCH

1:30 Hon. Lawrence Strickling, Administrator, National Telecommunications & Information Administration (USA)

2:00 Regulation of Over-the-Top Services: Should National Regulation and the ITRs Be Expanded Beyond Networks to Include Applications?

- Key regulatory elements and goals of the old regime
- Which existing regulatory policies should be incorporated into a new regime?
- Potential market power in which parts of the new value chain?
- Pricing regulations?
- New and old social and cultural obligations
- The role of ITRs and the ITU.
- The role of national and regional regulations.
- From POTS to POTTS (Public Over the Top Services):
    - Policy approaches in Europe, Northern Asia, North America
    - Policy approaches in emerging countries and developing countries

Speakers

- **Roland Doll**, Member of the Executive Board of the European Telecommunications Network Operators Association (ETNO) and Vice President International Governmental Affairs, Deutsche Telekom (Germany)
- **Amb. David Gross,** Wiley & Rein *(former U.S. Coordinator for International Communications and Information Policy, Department of State)* (USA)
- **Len Cali,** Senior Vice President, AT&T (USA)
- **Chris Libertelli,** Head of Global Public Policy, Netflix (USA)
- **Carlos Raul Gutierrez,** President of the Council - SUTEL (Costa Rica)

3:30 BREAK

4:00 Financial Implications and Investor Reactions

- In an OTT value chain, which sectors gain or lose, and investment implications?
- If some network and OTT elements are unlikely to be financed by private markets what are the implications?

Speakers

- **Craig Moffett**, Senior Analyst, Bernstein Research (USA)
- **Lorenzo Pupillo,** Executive Director - Public Strategies, Public Affairs Telecom Italia (Italy)
- **François Barrault**, Chairman, IDATE (France)
- **Additional financial and investment experts invited**

5:00 RECEPTION