

Inside This Issue

Message from the Chair.....	1 to 2
ITS Experiences Significant Growth.....	1, 3
ITS Welcomes New Corporate Member – National Communications Commission (NCC) of Taiwan.....	3
How to Use and Obtain Maximum Benefit from the ITS-L Listserv	4
Valuable New Feature to be Added to ITS Website in 2011	4
Interview with Prof. Yu-li Liu – an Insider’s Guide to the 2011 ITS Asia-Pacific Regional Conference	5 to 7
ITS Board Committees	7
Destination Budapest in 2011.....	8
ITS Welcomes New Board Member.....	8
ITS and CITI Sign Cross-Promotion Agreement.....	8
Perth to Host 5th ITS Africa-Asia-Australasia Regional Conference.....	9
Two Long-time Corporate Members Rejoin ITS	9
2012 ITS Biennial Conference to be Held in Phuket, Thailand	10
ITS Raises Individual Membership Fees.....	10
Spotlight on Corporate Members: Deutsche Telekom	11 to 12
Moving – Stay in Touch.....	12
ITS Board of Directors.....	13
Calendar of Events	14
ITS Corporate Members.....	15

ITS Experiences Significant Membership Growth

Paid-up individual membership in ITS has grown by over 40% since January 1, 2005, rising from 269 members to 379 members in the space of just under six years. Corporate membership has also shown a dramatic increase, rising from 11 (including 7 Global members, 1 International member, 1 Societal member, and 2 Non-Profit members) to 24 (including 15 Global, 1 Societal, and 8 Non-Profit members).*

The geographical distribution of ITS membership (at the individual and corporate levels) has also witnessed significant changes over the past six years.

In 2005, individual ITS members came from 33 different countries and six continents. Europe accounted for nearly 6 out of every 10 ITS members and of the 33 different countries represented by ITS members, 21 were in Europe. The remaining 42% of ITS members came from 4 countries in Asia (representing 20% of total ITS membership), 5 countries in North and South America combined (representing 18% of total ITS membership), 2 countries in Africa (1.5%) and 1 in Oceania (2.6%).

Message from the Chair



Dear ITS Colleagues:

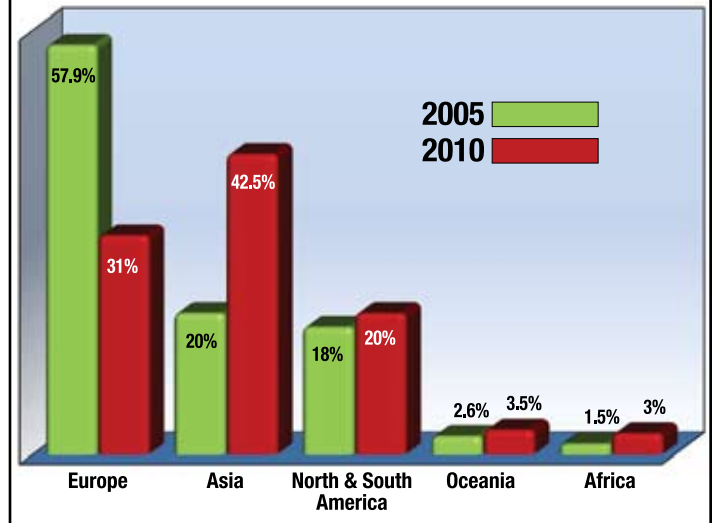
By any measure, 2010 has been one of the best years ever in the history of the International Telecommunications Society.

This past June, we returned to Tokyo for the first time in a quarter century to celebrate our silver lining anniversary and to participate in our 18th Biennial Conference. We held

our 21st European Regional Conference in Copenhagen in September in conjunction with our first-ever Ph. D. Seminar. The first ITS Asia-Pacific Regional Conference, meanwhile, took place in August in Wellington, New Zealand. The programs, invited guest speakers, and papers presented at each of these Conferences were, without exception, of the first order and reinforced yet again the value of ITS membership and the vitality, dynamic nature and enduring relevance of our organization in the field of ICT studies and policy analysis.

continued on page 2

Geographical Distribution of ITS Membership



continued on page 3

Message from the Chair (cont'd)

Much work was also accomplished this year in setting the stage for major conferences that will take place over the next two years. These include major Regional Conferences that will be held in Taipei, Budapest and Perth in 2011 as well as our 19th Biennial Conference which will take place in Phuket, Thailand in 2012. Articles providing the latest information about each of these conferences are included in this issue of *Interconnect*. Members are also encouraged to periodically visit the ITS web site at www.itsworld.org where further details on all upcoming ITS events are posted as soon as they become available.

2010 also marked the introduction of *Telecommunications Policy*, published by Elsevier 11 times a year, as the membership journal of ITS. I am happy to report that the response of members to the new membership journal has been very positive indeed.

As is covered in more detail elsewhere in this issue of *Interconnect*, ITS membership continued to show strong growth in 2010, especially in Asia which now accounts for over 42% of our total membership. If the current trend continues, ITS will soon surpass the 400 member mark, a level not seen in a decade or more. Our roster of corporate members, which has likewise undergone very rapid growth in the recent past, is now poised to reach, and possibly exceed, 25 in the near future. Returning to ITS in 2010 were former corporate members BT (Global member) and KT (Societal member). Joining ITS for the first time in 2010 were the National Communications Commission (NCC) of Taiwan (Governmental/Non-Profit member), **it vision GmbH** (Global member), the Telecommunications Regulatory Authority (TRA) – United Arab Emirates (UAE) (Governmental/Non-Profit member) and the Columbia Institute for TeleInformation (CITI) (Non-Profit member). The Scientific Association for Infocommunications Hungary (HTE) (Non-Profit member), meanwhile, joined at the very end of 2009.

Two other very important trends began to manifest themselves in 2010. First, the frequency of broadcast communications over the ITS-L Listserv on subjects of general interest and importance to our members increased significantly this past year. This, in turn, demonstrates the growing value of the ITS-L as a means of widely and instantaneously disseminating information to our membership on everything from Calls for Papers, upcoming conferences, seminars, symposia and related events, to new book publications and ICT-related employment or research opportunities.

A second phenomenon worth noting is that as important as Biennial Conferences are as a source of new or renewing members (given that the registration fees at all Biennials include a two-year ITS membership), online applications via the ITS web site are becoming a preferred means of joining, or renewing memberships in, our organization. We are very much encouraged by these trends and would invite members to continue to use the ITS-L and ITS web site to secure the full range of benefits available to them. In this regard, I would ask all of our members to read the article in this issue of *Interconnect* on how to maximize the benefits of using the ITS-L.

ITS also welcomed two new Board members in 2010 – Mr. Toshiya Shinozaki (NTT DOCOMO – MSRI) and Dr. Michael Mallien (it vision GmbH). We are delighted to have each of these highly capable and skilled individuals join the ITS Board and we look forward to many years of active

participation on their part in the work of ITS both at the Board level and on the respective Committees upon which they serve.

This brings me full circle to the importance of individual volunteers and corporate members and sponsors to the continued health and success of our organization. The ultimate aim of ITS -- as a non-aligned and non-profit forum encompassing academic, private sector, and government communities -- is to share knowledge, stimulate new ways of thinking about important economic and social issues, and develop new approaches to problem solving and advancing social and economic welfare. This fundamental objective, however, would be unattainable without a committed and hard-working core of volunteer organizers and financial sponsors.

It is therefore with much gratitude and admiration for their achievements that I commend, on behalf of our entire organization, the hard work and dedicated efforts of organizers of ITS conferences this past year. These include Professors Hidenori Fuke, Hitoshi Mitomo and Masatsugu Tsuji in making the Tokyo Biennial such a success; our colleagues from the New Zealand Institute for the Study of Competition and Regulation (ISCR) including ISCR General Manager, Bronwyn Howell, ISCR Executive Assistant, Kathy McKenzie and Professor Emeritus Stanford L. Levin, Southern Illinois University at Edwardsville for the splendid work they did in organizing and hosting the 1st Asia-Pacific Regional Conference; the CMI group at Aalborg University for so ably hosting the 21st European ITS Regional Conference in Copenhagen and, in particular, Professors Anders Henten and Morten Falch, for producing such a stimulating and rewarding conference with so many insightful papers; and, once again, the CMI group at Aalborg University, together with Dr. Brigitte Preissl and Claudia Sittner, for not only making the 1st ITS Ph. D. Seminar such a memorable and rewarding event, but their success in creating a template that will allow ITS to hold many more such Ph. D. Seminars in other locations around the world.

Looking forward, and as described in more detail elsewhere in this newsletter, ITS will continue to convene conferences and workshops that reflect the goals of our non-profit Society. There is no shortage of research to be undertaken and no dearth of policy issues to study, deliberate and address. We live in an era in which the pace, complexity and social and economic ramifications of technological change endlessly challenge our ability to address them on a systematic and comprehensive basis. Consistent with our vision, ITS will direct its efforts in tackling these research requirements and addressing these policy challenges, much as it has over the past several decades.

I wish all of our members continued success and all the very best in 2011. And I look forward to seeing and interacting with as many of you as possible at one or more of our upcoming conferences and seminars in 2011 and 2012.

Sincerely,



Erik Boblin
ITS Chair

ITS Experiences Significant Membership Growth (cont'd)

As at November 2010, individual ITS members reside in 44 different countries, including 20 in Europe, 10 in Asia, 8 in North America including the Caribbean, 4 in Africa and 2 in Oceania (Australia and New Zealand). Asia now accounts for 42.5% of the total membership of ITS. European representation, meanwhile, has fallen to 31% while the proportion attributable to the Americas has risen slightly to 20%. The percentage of all ITS members residing in Africa is just under 3% while Oceania accounts for almost 3.5% of all ITS members.

The impressive growth in ITS membership as well as the shift in its geographical composition are attributable to several factors, including:

1. More than a 100% increase in membership from Asia which, in turn, reflects a concerted effort on the part of ITS to increase its presence and level of activity – including the number of conferences, seminars and workshops it has held – in Asia since 2002. (For example, three of the past five ITS Biennial Conferences have been held in Asia: Seoul 2002, Beijing 2006 and Tokyo 2010. In addition, the 2012 Biennial will be held in Phuket, Thailand).
2. Rapid economic growth and development, rising incomes and

very significant growth in the number of highly educated, well-trained and skilled professionals entering the ICT field in many Asian countries.

3. The efforts of ITS to continually enhance the quality, immediacy and value of its conferences, seminars, workshops and other events.
4. Improved communication between and among ITS members via such channels as the ITS-L Listserv and the ITS web site.
5. The ease and convenience of being able to obtain or renew an ITS membership by credit card transaction on the ITS web site.
6. The entire suite of benefits available to ITS members for a very modest annual fee including the ITS membership journal (which in January 2010 became *Telecommunications Policy*), discounted registration fees at all ITS Regional Conferences, access to the ITS-L Listserv, continuous improvements to the quality and utility of the ITS web site and numerous opportunities to attend and present papers at interesting and affordably-priced conferences around the world.

It is interesting to observe that while corporate memberships in ITS have grown even more quickly than individual memberships since

2005, the geographic distribution of corporate memberships differs quite significantly from that of individual memberships. In particular, whereas ITS had 6 corporate members from Europe, 2 from North America and 3 from Asia in 2005, it now has 11 from Europe, 6 from North America, 6 from Asia and 1 from Africa.

As successful as ITS has been in expanding its individual and corporate memberships over the past several years, one challenge clearly remains. That is, representation from South America and Africa, both at the individual and corporate level is far lower than it could and, arguably, should be. Efforts at increasing the presence of ITS on these continents and in encouraging greater participation of individuals and enterprises/institutions from them will need to be intensified in the years ahead.

** The annual fee for Global members is \$6000 U.S. per year; International members pay \$3000 U.S. per year; Societal members pay \$1500 U.S. per year; and Governmental/Non-Profit members pay either \$500 or \$1000 U.S. per year depending on whether they have fewer or more than 100 employees.*

ITS Welcomes New Corporate Member – National Communications Commission (NCC) of Taiwan



ITS is delighted to welcome the National Communications Commission (NCC) of Taiwan as its newest Governmental/Non-Profit corporate member. The NCC was established in 2006 pursuant to legislation enacted by the Legislative Yuan (or Parliament) of Taiwan for the purpose of regulating the telecommunications, information and broadcasting sectors. The primary objectives of the NCC are fourfold: (1)

enhancement of effective competition in digital convergence, (2) promotion of sound development of the telecommunications and broadcasting sectors, (3) protection of public interests, and (4) promotion of cultural diversity and respect for the disadvantaged. Under the guidance and direction of its seven full-time commissioners, the NCC engages in a great many activities ranging from formulating regulatory policies, monitoring operations, issuing certificates and licenses, and prescribing and

enforcing technical specifications to managing telecommunications and broadcasting resources, handling major industry disputes and consumer protection matters, and dealing with various aspects of the international provision of telecommunications and broadcasting services. The NCC is the first independent regulatory body of its kind in Asia, and works in step with global trends. ITS looks forward to working closely with the NCC on matters of mutual interest and benefit in the years ahead.

How to Use and Obtain Maximum Benefit From the ITS-L Listserv

Among the benefits of ITS membership is an automatic subscription to the ITS-L Listserv, an electronic distribution list that reaches approximately 1100 academics, researchers, professionals, business consultants, industry practitioners, government policy-makers and members of regulatory agencies active in the information and communications industries.

Using the ITS-L Listserv is easy. Simply compose your message as you would any e-mail, address it to its-l@lists.sjsu.edu and press Send.

Please note that the ability to send and receive messages over the ITS-L is directly linked to the e-mail address each member has on file with the ITS Secretariat. If your e-mail address changes you must notify the ITS Secretariat of this change if you wish to maintain uninterrupted access to the Listserv.

ITS encourages the distribution of the following types of content over the ITS-L:

- Conference announcements and Calls for Papers
- Job openings/employment opportunities in the ICT sector, whether in business, government or academia

- Publication announcements (including books and journals, but not journal articles, as there would simply be too many)
- Research questions
- All ITS-L messages should include a personal e-mail address to which responses and inquiries may be sent

As a courtesy to other subscribers, it is requested that users of the ITS-L abide by the following protocols:

- Please do not respond to ITS-L messages by pressing Reply All. This will engage the entire subscriber list in what should be a private communication. Instead, please respond directly to the personal e-mail address of the sender. If in doubt, please contact the Secretariat at secretariat@itsworld.org to inquire where a response to an ITS-L message should be sent.
- Please do not include attachments with any message sent over the ITS-L. This clutters subscriber inboxes with unnecessary data. Instead, please include links in the text of ITS-L messages to more detailed sources of information that subscribers can access at their leisure.
- Please keep the content of ITS-L

messages brief and to the point.

- Please do not re-send the same message over the ITS-L. It can sometimes take several hours or more for a message to be distributed. Rest assured that each message will eventually be delivered to all subscribers.

Anyone considered to be abusing the ITS-L may be temporarily or permanently removed from the subscriber list by the ITS Secretariat.

Anyone with a question regarding the appropriateness of a prospective Listserv posting is invited to contact the ITS Secretariat at secretariat@itsworld.org for assistance.

The ITS-L Listserv was launched in 2003. Since that time, the annual volume of traffic carried over the ITS-L has shown impressive and uninterrupted growth. It has clearly become a preferred means among ITS members of rapidly and broadly disseminating information of potential interest and value to professional colleagues, associates and collaborators around the globe. It goes without saying that ITS is delighted with this outcome and very much encourages continued – and expanded – use of, and reliance upon, the ITS-L by its members.

Valuable New Feature Coming to the ITS Web Site in 2011

As a service to our members – both individual and corporate – ITS will be enhancing its web site starting in 2011 by constructing a reference library of member publications. In particular, the ITS web site will become a vehicle for cataloguing and showcasing references to publications in the ICT realm – including journal articles, monographs, professional studies and reports, manuals,

textbooks and works of reference – written by individual and corporate members. Authors will be invited to provide online links to their publications where available. They will also be invited to submit links to publisher and online bookstore web sites where their books, reference texts and other publications may be purchased. While access to the reference library of member

publications will remain open to the public via the ITS web site at www.itsworld.org, the content of the reference library will be restricted to listings of publications by ITS members only. An announcement will be posted on the ITS-L Listserv early in 2011 setting out the process members will be asked to follow in submitting lists of their publications for inclusion in this reference library.

Interview with Prof. Yu-li Liu – An Insider’s Guide to the 2011 ITS Asia-Pacific Regional Conference



ITS Board member, Dr. Yu-li Liu, is a Professor in the Department of Radio and TV at National Chengchi University in Taiwan, and is currently the Director of the International Master’s Program in International Communication Studies at the same university. She is also the Chair of the Organizing Committee of the 2011 ITS Asia-Pacific Regional Conference which will be held in Taipei, Taiwan, June 26-28, 2011. Professor Liu served for two years as a Commissioner on Taiwan’s National Communications Commission (NCC) and seven years as a Commissioner on the Taipei City Government’s Cable TV Rate Commission.

Prof. Liu holds a Masters degree in Mass Communication from Washington State University (1983) and a Ph. D. degree in Telecommunications from Indiana University (1992). Over the past eight years, Professor Liu has held visiting Professorships in several prestigious institutions around the globe including George Washington University, Washington, DC (Graduate Telecommunications Program); Fudan University, Shanghai (School of Journalism); Renmin University, Beijing (School of Journalism); Nanyang Technological University, Singapore (School of Communication and Information); Keio University, Tokyo (Institute for Media and Communications Research); and City University of Hong Kong (Department of Media and Communication). Dr. Liu has received

grants from the U.S. Fulbright Foundation and Taiwan’s National Science Council for research projects in the areas of Convergence, broadband networks, and digital TV in Taiwan. She also has several years of experience working directly in broadcast journalism as a reporter, announcer, chief news editor and executive producer.

Professor Liu’s research interests include digital broadcasting, broadband communications, electronic media law and regulation, new communications technology, telecommunications and media management. She has authored or co-authored nine books, chapters in 18 other books, over a dozen journal articles, nearly two dozen studies and reports funded by academic research grants, and scores of conference papers.

Interconnect was fortunate to secure a few hours out of Professor Liu’s very busy schedule in order to conduct the following interview focusing on the upcoming ITS Asia-Pacific Regional Conference to be held in Taipei, June 26-28, 2011.

Interconnect: The theme of the 2011 ITS Asia-Pacific Regional Conference is “Convergence in the Digital Age”, certainly a timely subject. What are the aims and objectives of the 2011 Taipei Conference?

Prof. Yu-li Liu: The purpose of this Conference is to explore the many facets of convergence in the digital age, with particular emphasis on new services in media and telecommunications. Because ours is an interdisciplinary Conference, we welcome papers focusing on any aspect of convergence in the ICT realm, be it between wired and wireless communication or via the myriad interactions among social networking, popular entertainment and enhanced services. We are also seeking papers on western and non-western forms of media and communications regulation.

I: What specific subject areas would you most like to see addressed at the Conference?

YL L: The major ones would include, but would not be limited to:

- Infrastructure for converging markets
- Converged services, strategies and management
- Legal and policy issues arising from convergence
- Digital content and social networking services
- Network economics and ICT industrial life-cycle
- Issues related to broadband development
- Fixed and mobile communication networks
- User behaviour, pricing and productivity
- Network neutrality
- Asian country issues

I: Is there still an opportunity for potential participants to respond to the Call for Papers?

YL L: Yes, absolutely. The deadline for the submission of abstracts is December 31, 2010 while the deadline for panel proposals is January 25, 2011. Complete information

on the Call for Papers is available at <http://www.its2011taiwan.com/cfp.asp>

I: Who are some of the confirmed key-note speakers and what subjects will they address?

YL L: I’m glad you asked. Two overriding principles governed the selection process for our keynote speaker. First, we wanted our featured speaker to be a world-renowned expert on telecommunication convergence and, second, we wanted an individual who had not yet spoken at a major ITS Conference. Our search process led us to Professor James Katz, Chair of the Department of Communication and Director of the Center for Mobile Communication Studies at Rutgers University.

Professor Katz has devoted much of his career to exploring the social consequences of new communication technology, especially the mobile phone and Internet. He is also the editor of the journal, *Human Communication Research*.

continued on page 6

Interview with Prof. Yu-li Liu – An Insider’s Guide to the 2011 ITS Asia-Pacific Regional Conference (cont’d)

Among his recent awards are the 2009 Fulbright Distinguished Chair in Twentieth Century Communications History (Italy) and election as Fellow of the AAAS, one of America’s most important scientific societies. Other awards include Bellcore’s Distinguished Member of Staff Award, a Mellon Foundation Scholar award, and the Distinguished Scholar Award of the Society for the Social Study of Mobile Communication. Professor Katz has been granted two patents in the telecommunications realm and has won post-doctoral fellowships at Harvard and MIT. He is also the author of more than 50 refereed journal articles.

We are delighted that Dr. Katz has accepted our invitation to be our keynote speaker in Taipei. The subject of his address will be, “Social media and citizen influence on policy: Global and local convergence”.

I: Who else have the Conference organizers invited as guest speakers?

YL L: In addition to the keynote speech, there will be two plenary sessions. The first will be an International Regulators Forum dealing with the subject of Telecommunications Policy in the Age of Convergence. The second will be a Telecom Industry Leaders Forum which will address Challenges and Opportunities of the Asia-Pacific Telecommunications Industry. Senior telecommunications regulators from Australia, Japan, South Korea, Singapore, Thailand, Hong Kong and Taiwan will participate in the first plenary session, while a number of distinguished telecom industry leaders from China, Japan, South Korea, Singapore, Hong Kong and Taiwan are being invited to speak at the second plenary session. We have every expectation that the calibre of our invited guest speakers will make for two very interesting and compelling plenary sessions.

I: Why was Taiwan so interested in organizing and hosting this Conference?

YL L: Given Taiwan’s rapidly growing ICT industry and high penetration rates for

cable, mobile and internet broadband services, and the fact that ITS has never before held a conference in Taiwan, it was felt that the time was right to host a quality conference on a subject of immediate interest and relevance to the broad membership of ITS. Apart from the obvious objective of stimulating new ideas about, and solutions to, pressing policy issues in the area of telecom-media convergence, one of the desired outcomes of the Conference is to introduce ITS members to their Taiwanese counterparts in academia, industry and government. An equally important goal is to provide ITS an opportunity to expand its membership base in Taiwan, and thereby augment the pool of expertise that can be drawn upon for the benefit of the entire organization.

I: Who are the local organizers and sponsors of the Conference?

YL L: The principal local organizers are National Cheng-chi University, Shih Hsin University and National Chung Cheng University. Co-organizers include three associations: Taiwan Communications Society, Chinese Communication Society and the 21st Century Foundation. Our Corporate sponsors include three major telcos: Chunghwa Telecom, Taiwan Mobile and Farestone.

I: Given the number of ICT Conferences held around the world each year, what would you say makes this Conference special and why should ITS members make every effort to attend?

YL L: I can think of several things that make this Conference special. Taken together, they provide ample reason for ITS members to start making their plans to attend:

1. The subject matter being addressed is both timely and universally relevant.
2. Taiwan’s broad-based

and ongoing experience with the convergence of telecommunications and media makes it an excellent case study on the issues involved.

3. The calibre of our invited guest speakers and program in general is truly of the first order (in no small part due to the exceptional quality of our Program Committee comprising 31 international and 12 local scholars and experts).
4. The Conference is being heavily subsidized by our sponsors, making our registration fees among the lowest ever for a major ITS event.
5. The venue for the Conference is the legendary 5-star Grand Formosa Regent Hotel.
6. A complimentary one-day guided tour of historically and culturally significant sites in Taipei will be offered to all attendees immediately following the Conference.
7. And, if you allow for what my North American colleagues might call my “home town” bias, Taiwan, simply put, is a beautiful island. It’s a place everyone should visit at least once in their lifetime.

I: Are you primarily targeting participants from the Asia-Pacific region or is participation being equally encouraged from Africa, Europe, and the Americas?

YL L: The doors to our Conference are open to all participants, wherever they may reside. Only the plenary sessions will focus on the Asia-Pacific Region. All papers and panel proposals related to telecommunications and media convergence are equally welcome.

I: Where can interested persons register for this Conference and are there additional discounts for early-bird registration as well as for being an ITS member?



continued on page 7

Interview with Prof. Yu-li Liu (cont'd)

YL L: Interested persons are encouraged to register at our website www.its2011taiwan.com. I am very pleased to add that there will be additional discounts for early-bird registration as well as for being an ITS member.

I: For those Conference participants planning to spend additional time in Taiwan, either before or after the Conference (or both), what kinds of things to see and do would you most recommend – both in Taipei and further afield?

YL L: We are still in the process of compiling tourism-related information for the Conference website (www.its2011taiwan.com). However, a useful place for interested persons to start planning their trip to Taiwan is the Tourism Bureau's website at <http://eng.taiwan.net.tw>. Besides the complimentary one-day guided tour of Taipei which we will offer to all Conference registrants, plans are currently underway to offer attendees an opportunity to visit the three large Taiwanese telephone companies before the Conference starts.

I: Will there be a program for spouses/companions of Conference participants and, if so, what kinds of activities are being planned for the accompanying person program?

YL L: Spouses/companions of Conference participants are welcome to join our pre-Conference activity, farewell party, and one-day guided tour of Taipei. However, it will be necessary for all accompanying persons to register. The accompanying person early-bird registration fee will be

NT\$4900 (approx. U.S. \$150) if booked before April 15, 2011 and NT\$6500 (approx. U.S. \$200) if booked afterwards. Accompanying persons will also have the flexibility of selecting which of the above-mentioned activities they would like to take part in and pay for each separately. Registered Conference participants, meanwhile, will not pay any charges beyond their registration fees for any meals (including the farewell party dinner) or any pre- and post-Conference activities, courtesy of the generous financial support provided by the Conference's corporate sponsors.

I: What is the Taiwanese currency, what is the approximate exchange rate in \$US and €Euros, and what are prices like in Taiwan for food, entertainment, accommodation and local travel relative to other countries? Is it easy to exchange foreign currency in Taiwan?

YL L: As at mid-November 2010, the US\$ / NT\$ exchange rate is approx. 1: 31, while the €Euro / NT\$ exchange rate is approx. 1: 42. In Taiwan, the prices for food, entertainment, and local travel are very reasonable. While one can always find ways to spend more money than less on any type of purchase, the opposite is equally true for bargain hunters. Visitors to Taiwan can only exchange foreign currency at airports, banks and some hotels.

I: What are the main languages spoken in Taiwan and how easy is it to travel inside the country relying only on English?

YL L: The main languages spoken in Taiwan are Mandarin and Taiwanese. For tourists, it is easy to get by solely in

English within Taipei. Although English is not as commonly spoken elsewhere in the country, determined travelers should have no difficulty in getting around.

I: Thank you for taking the time to fill us in on the details of the 2011 ITS Asia-Pacific Regional Conference. We wish you every success with it.

YL L: My pleasure. Thanks for your good wishes and the opportunity to provide ITS members with this Conference update.

ITS Board Committees November 2010

Conferences and Seminars

Teodosio Pérez Amaral (Chair)

Jim Alleman, Barbara Cherry, Hidenori Fuke, Yves Gassot, Vianney Hennes, Anders Henten, Hitoshi Mitomo, Karl-Heinz Neumann, Andrea Renda, Richard Schultz, Glenn Woroch, Xu Yan, Chang-Ho Yoon

Finance

Leland Schmidt (Chair)

Johannes Bauer, Chris Huther, Heikki Hämmäinen, Patricia Longstaff, Jürgen Müller, Ernst-Olav Rühle

Marketing and Promotions

Patricia Longstaff (Chair)

Stanford Levin, Stephen Schmidt

Membership and Nominations

Stanford Levin (Chair)

Jim Alleman, Chris Dippon, Ernst-Olav Rühle, Reinhard Wieck, Chang-Ho Yoon

Publications

Gary Madden (Chair)

Aniruddha (Andy) Banerjee, Teodosio Pérez Amaral, Brigitte Preissl, Lorenzo Pupillo, Xu Yan, Glenn Woroch

Strategic Planning

Xu Yan (Chair)

Loretta Anania, Johannes Bauer, T. Ayhan Beydogan, Yu-li Liu, Ting Jie Lu, Irene Ng, Michael Maillen, Sam Parker, Ernst-Olav Rühle, Toshiya Shinozaki, Masatsugu Tsuji, Sudharma Yoonaidharma

Web Development

Stephen R. Schmidt (Chair)

Johannes Bauer, Brigitte Preissl



Destination Budapest in 2011

The ITS Conference Committee announced in Tokyo this summer that it has awarded the Scientific Association for Infocommunications Hungary (HTE) the right to host the 2011 European ITS Regional Conference in Budapest, September 19-21. The local organizing team will be led by Péter Nagy, Managing Director, HTE.

The theme of the Conference is “Innovative ICT Applications: Emerging Regulatory, Economic and Policy Issues”.

Conference tracks are expected to include the following:

- E-services and ICT applications
- New players and platforms in telecommunications

- NGN and NGA - economics and regulation
- Game-theoretic approaches to investigating regulatory and economic issues
- Internet governance
- Media convergence
- User roles and social networking
- Investment, innovation and ROI
- Regulatory institutions and success factors
- Lessons learned in implementing the new regulatory framework

A Ph. D. Seminar modelled on the very first such Seminar held in Copenhagen in September 2010 immediately prior to the 2010 European ITS Regional Conference is also planned for Budapest.

The Call for Papers (CFP) for this Conference is expected to be issued by year-end 2010 or very early in 2011.

The CFP will be distributed over the ITS-L Listserv and will also be posted on the ITS web site at www.itsworld.org as soon as it is available. A Conference web site is also expected to be made available soon.

Founded in 1949, HTE is a voluntary and autonomous professional society of engineers and economists, researchers and businessmen, managers and educational, regulatory and other professionals engaged in the fields of telecommunications, broadcasting, electronics, information and media technologies in Hungary. HTE is also a Non-Profit corporate member of ITS.



ITS Welcomes New Board Member

ITS is pleased to announce the election of Dr. Michael Mallien to the Board of Directors effective September 1, 2010. Dr. Mallien is Head of Consulting and Product Management at **it vision GmbH**, a Member of the Quality Group of Companies and a Global corporate member of ITS.

Dr. Mallien came to the telecommunications business in roundabout fashion. He graduated from the University of Hamburg with a Ph. D. in Chemistry in 1989 after which he spent a year as a Research Fellow at the University of Sussex (UK). Over the next several years he worked on a freelance basis on numerous projects encompassing technical documentation, IT-based socio-scientific research, quality management and software and database development. He transitioned into the telecom business in

1995 starting with consulting projects for E-Plus and Viag Interkom (now O2/Telefonica) in Germany. Dr. Mallien also worked in analysis, project management, consulting, software architecture and product management for Wettschereck & Partner GmbH, culminating in 1998 when he became partner and managing director of the Hamburg office of that company.

In 2001 Dr. Mallien became Head of Consulting with full responsibility for customers and projects at **it vision GmbH**. In this position, and as Product Manager NETx, he is responsible for product strategy and the integration of the latest telecommunications market trends and technologies into the **it vision** product landscape.

ITS wishes Dr. Mallien a long and productive tenure on the ITS Board.

ITS and CITI Sign Cross-Promotion Agreement

ITS is pleased to report that it has signed a cross-promotion agreement with the Columbia Institute for Tele-Information (CITI) located at Columbia University in New York City. Each party to the agreement will promote the other organization's conferences through announcements sent over their respective e-mail distribution lists. ITS and CITI also agreed to add each other's logos and a link to each other's web sites on the home page of their respective web sites. Pursuant to the agreement, ITS is listed on the CITI web site as an Affiliated Institute while CITI is listed on the ITS web site as a Non-Profit Corporate member. Each of the parties also agreed to make available promotional literature about the other organization at their respective conferences and seminars. ITS and CITI left open the possibility of jointly organizing future conferences.

Perth to Host 5th ITS Africa-Asia-Australasia Regional Conference in 2011

For the fifth time since 2003, ITS will convene its Africa-Asia-Australasia Regional Conference in Perth, Western Australia. The theme of the Conference, which will take place November 13-16, 2011, is "Emerging Business Opportunities in Wireless Technology and New Media".

Regular Conference host, the Communication Economics and Electronic Markets (CEEM) Research Centre, Curtin University of Technology will be joined as co-host in 2011 by the University's School of Media, Culture and Creative Arts. Conference co-chairs are Professors Mark Balnaves (Director - Department of Internet Studies) and Gary Madden (Director - CEEM).

The Conference program will be divided into two sub-themes, with numerous tracks in each, as follows:

Wireless Communications and NGN Technology

- Reassigning Analogue Television Spectrum
- Unbundling the Local Loop in Asia
- NGN Platform Competition
- National Broadband Plans
- Cloud Computing for Development
- Public-Private Partnerships
- Broadband, Productivity and Product Innovation

New Media and Society

- Videogames and Gaming
- Videogame Technologies and the Future of Interactive Entertainment
- The Relations between Cinema and Videogames
- Art and Experimental Games
- Social and Economic Networks
- Learning and Diffusion Networks
- Emerging Technology and Applications

The Conference Call for Papers, to be issued early in 2011, will be announced over the ITS-L and posted on the ITS web site at www.itsworld.org. A Conference web site will be announced at the same time.



Two Long-time Corporate Members Rejoin ITS



Two long-time ITS corporate members - BT and KT - rejoined the International Telecommunications Society this past summer after a brief interregnum.

BT (formerly British Telecom) was one of the very first corporate members of ITS. Its tenure as a Global corporate member remains among the longest of

any current or past corporate member of our organization.

BT is the world's oldest communications company, tracing its history back to 1846 as a direct successor to The Electric Telegraph Company, the first national telecommunications undertaking in the world. Today, BT operates in more than 170 countries and, with annual revenues of just under £21B in fiscal 2010, remains a leading global provider of communications solutions - including networked IT services, local, national and international telecommunications services, and higher value broadband and internet products and services.

KT (formerly Korea Telecom) is once again a Societal corporate member of

ITS. KT was established in 1981 after being spun-out from the Korean Ministry of Communications. It was privatized in 2002 and its stock now trades on the Korean, New York and London stock exchanges. KT has over 37,000 employees and currently operates in the fixed line, wireless, and broadband internet communications markets as well as in media and entertainment. Its corporate vision is to become a global ICT convergence leader.

ITS is grateful for the support and assistance it has received over the years from BT and KT and looks forward to maintaining its collaborative and productive relationships with these corporate members for many years to come.

2012 ITS Biennial Conference to be Held in Phuket, Thailand

The 19th ITS Biennial Conference will be held November 18-21, 2012 in Phuket, Thailand. The theme of this Conference is “Moving Forward with Future Technologies: Opening a Platform for All”.

The Conference program will include the following suggested tracks:

- Competition and Regulatory Paradigms in Transition
- NGN and Broadband and the Race for New Services
- Wireless Services
- New Features of Communications



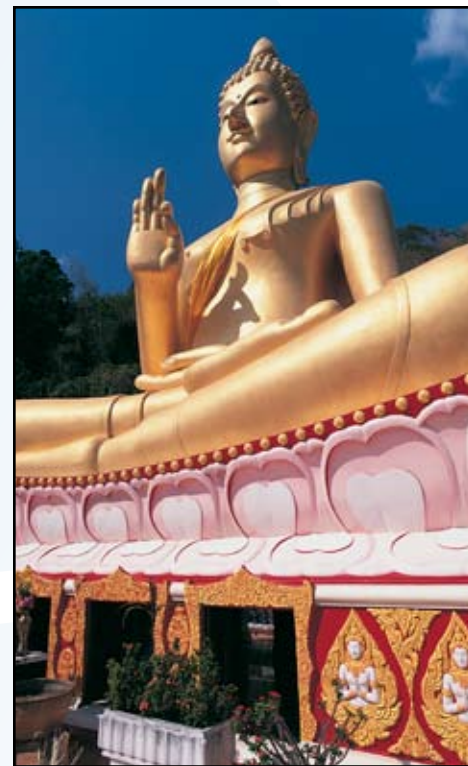
- ICT and Culture
- Telecommunications and Economic Development

Within these tracks, authors will be invited to submit papers on any of 50 different subjects ranging from Open Platforms and Open Interfaces, Eco ICT, and Strategies for Mobile Billing to Cyber Crime, NGN Regulatory Frameworks, and Interconnection Charges and Unbundling of Mobile Phones to mention just a few.

The 2012 Biennial is being organized and hosted by the National Communications Commission (NTC) of Thailand and Thammasat University. NTC was established as the independent telecommunication regulator of Thailand in 2004. Since then, NTC has introduced the regulatory framework and liberalization crucial to economic development, including the liberalization of fixed line and ISP business, the introduction of an interconnection regime, the liberalization of international gateways, market definition and other competition instruments. Thammasat University, meanwhile, was established in 1934 and maintains a reputation as one of the premier educational institutions in Thailand.

The Conference itself will take place at the Hilton Phuket Arcadia Resort and Spa, Phuket province, Thailand.

Additional information about the 2012 Biennial Conference will be posted on the ITS web site at www.itsworld.org when it becomes available. The Call for Papers and an announcement introducing the Conference web site will also be posted on the ITS-L in 2011.



ITS Raises Individual Membership Fees

The annual ITS membership fee was increased from \$100 U.S. to \$125 U.S. effective September 15, 2010.

This was the first membership fee increase in over 10 years for ITS.

As all paid attendees at ITS Biennial Conferences automatically receive a two year individual membership in ITS, paid registrants at this year's Tokyo Biennial (which took place at the end

of June) were able to avoid the membership fee increase and will not need to renew their memberships until late in 2012 when the next Biennial Conference takes place in Phuket, Thailand.

The fee increase will allow ITS to continue providing each of its nearly 400 members an annual subscription to the ITS membership journal, *Telecommunications Policy*, which is

published 11 times a year. Other benefits of ITS membership include discounts as announced for ITS publications, and occasional special discounts on ITS conference proceedings. All ITS members also receive a registration fee discount at all ITS regional conferences (such as those that took place in Wellington and Copenhagen earlier this year and those that will take place in Taipei, Budapest and Perth in 2011).

Deutsche Telekom – A Feature Interview with Reinhard Wieck



Reinhard Wieck is Managing Director, Deutsche Telekom, Inc. headquartered in Washington, D.C. Prior to his most recent appointment to

Deutsche Telekom's U.S. operations, he was Executive Vice President, Deutsche Telekom Group Headquarters. He also served as head of Corporate Academic Relations in the CEO's division of Public Affairs and Regulatory Strategy. He is a member of various professional and academic associations and is the representative of Deutsche Telekom on the ITS Board.

Interconnect caught up with Mr. Wieck in Washington earlier this year.

Interconnect: Deutsche Telekom AG provides a full suite of telecommunications services in Germany. Where else does Deutsche Telekom operate and what services does it offer outside of Germany?

Reinhard Wieck: Deutsche Telekom is one of the world's leading telecommunications and information technology service providers with almost 200 million customers worldwide. We provide broadband, fixed network and mobile communications services across much of Europe as well as a wide range of business ICT solutions in countries as far afield as China (including Hong Kong), Brazil, Japan, Mexico, Singapore, Argentina, Canada and South Africa. We also provide wireless services and business ICT solutions throughout the USA. In all, Deutsche Telekom offers services in some 50 countries. In 2009, the Deutsche Telekom Group generated revenue of EUR 64.6 billion, over half of it outside of Germany. We have 260,000 employees worldwide.

I: In Germany, Deutsche Telekom completed a major corporate reorganization last year, uniting all of its

service divisions within a single structure under the common corporate "T" brand. What was the principal driver of this change?

RW: Effective April 1, 2010, Deutsche Telekom consolidated its previously independent business units for fixed-network (T-Home) and mobile communications (T-Mobile) in Germany into Telekom Deutschland GmbH. This restructuring was driven as much by customer demand as it was by technological change. With the product portfolio being offered by Deutsche Telekom becoming increasingly integrated across all terminal devices, delivery mechanisms and technological platforms, customers have been increasingly demanding a single source for all of their telecommunications needs. Internally, we have also found that by consolidating service provision into a single entity we have been able to provide superior service on a seamless and more cost-effective basis to our customers. At the end of the day, success or failure in the highly competitive ICT business is determined less by differences in individual product and service offerings (although this can also be a factor) than it is by the ease and convenience with which customers can select - and the speed at which they can obtain - that combination of service offerings that best meets their ever-changing needs on a cost-competitive basis.

I: What are the principal challenges and opportunities facing Deutsche Telekom over the next several years, and how does your Company propose to address them?

RW: This question underpins our overarching corporate strategy which can be summarized as, "Fix - Transform - Innovate". There are two fundamental elements to our strategy: first, stabilize and defend our market share in our core businesses and second, develop and expand new pockets of growth. To achieve our targets, we have defined five areas of focused activity between now

and 2015: (1) improve the performance of our mobile-centric assets, especially in the United Kingdom where we have joint-ventured in the wireless business with France Telecom, and in the United States where we will be investing heavily in network expansion and in new marketing partnerships; (2) leverage our consolidated corporate structure to secure synergies and lower costs in marketing, sales and service provision; (3) build (fibre and new generation wireless) networks and associated processes for the Gigabit Society; (4) significantly increase the Company's market share in IPTV in Germany, and become the leader in the German pay-TV business within three years; and (5) expand our business and consumer market presence, especially outside of Germany, by introducing and deploying unique ICT solutions in such areas as energy, health care, media distribution and "connected cars", while expanding our market lead in dynamic services and cloud computing.

I: Deutsche Telekom's website has numerous references to corporate values, sound corporate governance, compliance and an all-encompassing Code of Conduct. Could you please elaborate on the significance of this?

RW: Deutsche Telekom has a clear commitment to ethical principles, such as respect and integrity, which are embedded in our Group Guiding Principles and Code of Conduct. Our compliance programs apply to every single person in the Deutsche Telekom Group, be they on the Board of Directors, on the executive, in management, or in our employee ranks. These programs apply in Germany as well as in every country in which we have operations and have as their central objective the prevention of misconduct. Also vitally important are our core corporate values, which guide our behavior and

continued on page 12

Deutsche Telekom – A Feature Interview with Reinhard Wieck (cont'd)

represent our values and beliefs, not only internally, but within and with respect to the rest of the world. They are the foundation upon which we have built our Company as a responsible corporate citizen.

I: We are bombarded in the media virtually every day with articles and news stories about sustainable development, global warming and green initiatives. To what extent has Deutsche Telekom embraced the movement to conservation and ecologically and environmentally friendly commerce?

RW: I'm very happy to say that the Deutsche Telekom Group is expressly committed to sustainability and bases its actions on economic as well as social and ecological criteria. Deutsche Telekom regularly ranks highly in international sustainability ratings as a result of its environmental and social performance. In 2009, for example, Deutsche Telekom was named „sector leader“ in the ranking carried out by the renowned SAM agency (Sustainable Asset Management, Zurich) for its sustainability performance in the mobile communications sector. The Group meets its entire power requirements in Germany using renewable energy sources. Deutsche Telekom's sustainability campaign „Big changes start small“ was introduced in September 2009 and aims to get customers and the public to play their part by making small changes.

I: Deutsche Telekom is one of the largest and best known supporters of sport and culture in Germany. What underlies Deutsche Telekom's corporate sponsorship of these two sets of activities?

RW: There are several reasons for our long-standing commitment to sports and culture. First, they permeate the lives of millions of people. From a corporate commercial perspective, our

financial support of sports and culture is inextricably linked to increasing public awareness of our Company, including individual brands and products, along with customer retention and the acquisition of new customers. Second, and no less important, from the perspective of social responsibility, we are committed not only to supporting sporting endeavours at the highest levels (e.g., the German Olympic Sports Association and the German Football Association, among others), but also at the grass roots level to promote youth and leisure sports in a variety of ways. Active participation in sports, after all, promotes health and physical fitness, two goals that benefit a society far beyond the enjoyment that naturally attends sporting activities. Similarly, in the cultural realm, as an international communications company, Deutsche Telekom is keen to encourage lively cultural exchanges and spark debate while at the same time ensuring that the arts are accessible to as wide an audience as possible. Our Company has sponsored everything from international art exhibitions to classical music performances and competitions as well as numerous other music concerts, events and festivals.

I: Deutsche Telekom is a much valued, long-time Global Corporate member of ITS. What are the principal benefits that Deutsche Telekom derives from its relationship with and financial support of ITS?

RW: At least four come immediately to mind. First, ITS remains at the forefront of much of the economic, legal, regulatory and social research and analysis in the information, communications and technology sectors being undertaken today. Staying abreast of theoretical and applied research in the ICT field remains a matter of considerable importance to Deutsche Telekom. Not only that, but by virtue of

Deutsche Telekom's corporate sponsorship, we have strong incentives to avail ourselves of the opportunities to participate in ITS conferences both as presenters and as delegates. Second, and closely related, ITS conferences provide us with an ideal venue to meet and interact with academics, researchers, consultants, public policy decision-makers and other corporate executives on what may be termed “neutral ground”. Third, the large pool of academic, industry and government/regulatory expertise resident in ITS affords our Company an opportunity to seek out individuals with specialized skill sets that we might not otherwise have identified as quickly or found as easily. Fourth, given the international focus of ITS and the high calibre of conferences that it organizes around the globe, not to mention its various publications, promotional materials and website, Deutsche Telekom is able to benefit from the corporate image and brand-building opportunities that attend exposure at such conferences and in such publications and electronic media.

I: Thank you very much for your time.

RW: It was my pleasure.

MOVING? STAY IN TOUCH!

To ensure uninterrupted delivery of the ITS membership journal, *Telecommunications Policy*, as well as e-mail announcements of upcoming Calls for Papers, publications, conference registration discounts and similar news of potential interest sent via the ITS-L Listserv, members are requested to please keep the Secretariat updated by sending their new coordinates to:

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Calendar of Events

ITS Conferences

2011

June

2011 ITS Asia-Pacific
Regional Conference
Convergence in the Digital Age
Taipei, Taiwan
June 26-28, 2011
www.its2011taiwan.com

September

2011 ITS Regional
European Conference
*Innovative ICT Applications:
Emerging Regulatory, Economic
and Policy Issues*
Budapest, Hungary
September 19-21, 2011

November

2011 ITS Africa-Asia-Australasia
Regional Conference
*Emerging Business Opportunities in
Wireless Technology and New Media*
Perth, Australia
November 13-16, 2011

2012

November

2012 ITS Biennial Conference
Phuket, Thailand
November 18-21, 2012

Other Conferences & Events of Potential Interest to ITS Members

2011

January

Pacific Telecommunications
Council Conference
PTC'11 - Connecting Life 24/7
Honolulu, Hawaii
January 16-19, 2011
<http://www.ptc.org/ptc/>

International Institute of Forecasters
(IIF) 7th International Workshop
Flash Indicators
Verbier, Switzerland
January 21-22, 2011
<http://forecasters.org/conf-wkshops.html>
Registration deadline: November 30, 2010

March

Florence School of Regulation,
Communications & Media at the
European University Institute –
Scientific Seminar 2011
*The Economics of Communications and
Media Markets: From Theory to Practice*
Florence, Italy
March 11-12, 2011

For further information about this
seminar, including the Call for Papers,
please contact Antonio Manganelli at
antonio.manganelli@eui.eu or by
phone at +39 055 4685 738

2011

March

26th European
Communications Policy
Research (EuroCPR)
Conference
*Online Content:
Policy and Regulation
for a Global Market*
Ghent, Belgium
March 27-29, 2011
<http://www.eurocpr.org/>

June

International Institute
of Forecasters (IIF)
31st International
Symposium
on Forecasting

*Economic Forecasting in a
Challenging Environment*

Prague, Czech Republic
June 26-29, 2011

[http://www.forecasters.org/isf/
abstsubmissions.php](http://www.forecasters.org/isf/abstsubmissions.php)

November

IDATE DigiWorld Summit
2011

Montpellier, France
November 16-17, 2011

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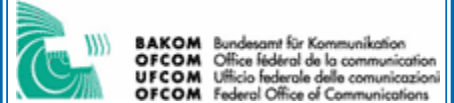
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