INTERCONNECT

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INTERNATIONAL TELECOMMUNICATIONS SOCIETY

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2004 Berlin Biennial Conference a Success for ITS

Berlin, the capital of and largest city in Germany, as well as the cultural, artistic and intellectual centre of that country, welcomed some 330 delegates from 31 different countries to the 15th ITS Biennial Conference, September 5-7, 2004. The Berlin Biennial was held in association with the 31st European Association of Research in Industrial Economics (EARIE) Conference held September 2-5, 2004.

The Conference was hosted by Humboldt University, one of Germany's leading centres of research and learning for nearly 200 years. No less than 29 Nobel Prize winners, including Albert Einstein, Emil Fischer, Max Planck and Fritz Haber, conducted at least some of their research within the confines of this prestigious institution. Other famous alumni include poets, philosophers, states-men and revolutionaries, among them Heinrich Heine, Ludwig Feuerbach, Otto von Bismarck and Karl Marx.

The opening ceremony for the Conference was chaired by Loretta Anania, the outgoing ITS Chair. Special guests and speakers offering welcoming remarks were Alfred Tacke, State Secretary in the Federal Ministry of Economics and Labor, Germany, and Volkmar Strauch, State Secretary, Berlin Government, Senate Department for Economics, Labor and Women's Issues.

The theme of Berlin 2004 was "Connecting Societies and Markets: Communication Technology, Policy and Impacts". Over 240 papers were presented at the Conference over the course of three days. Papers were divided into 12 broad subject areas: Regulation; Competition and Emerging Market Structure; Investment Decisions;

Message from the Chair

Dear Members,

As the new Chair of the ITS Board of Directors, it gives me great pleasure to greet you all. I look forward to deepening the many friendships I have made at ITS over the years and as well as to getting to know new members.

Members are the heart of ITS. We are pleased that so many new members joined us at the Berlin conference, and it goes without saying that we thank our existing members for their continued involvement and support. It is your interest and energy that are the source of the debates and conversations that give life to the conferences and journals. We would also like to welcome five new additions to the ITS Board: Momin Hayee, Head of Strategic and Regulatory Modelling for BT, UK; Patricia Longstaff, Associate Professor at the Newhouse School of Public Communications, Syracuse University, USA; Brigitte Preissl, Group Leader at the German Institute for Economic Research, in Berlin; Stephen Schmidt, Director Regulatory Policy, TELUS; and Takashi Yamakawa, Deputy Managing Director of the Mobile Society Research Institute for NTT DoCoMo. We look forward to working closely with each of them. ITS is also proud to of its many corporate and society members, the support of which is critical to the vitality of ITS: Arnold & Porter, BT, BAKOM, DT, France Telecom, IDATE, Infocom, KT, NTT DoCoMo, Telcordia and TELUS.

As I think about our plans for the future, I am struck by the central role that information and communication technologies play - and will continue to play - in the transformation of

Management and Business Strategy; Convergence, Technology and Innovation; Infrastructure and Issues; Internet and E-Business; Mobile Markets/ Communications; Internationalization and Regional Issues; Macroeconomic Aspects of the Telecom Sector; ICT and Sectoral Development; and Broadcasting in the Digital Age. These, in turn, were subdivided into 57 different sub-themes corresponding to parallel sessions at which papers were presented.

The Conference Steering Committee was comprised of seven individuals: Jürgen Müller (Germany), Karl-Heinz Neumann (Germany), Brigitte Preissl (Germany), Erik Bohlin (Sweden), Lucy Firth (Australia), Stanford Levin (U.S.A.) and Hidenori Fuke (Japan). Backing up the Steering Committee was a 90 member Program Committee, spread across 23 countries, which was responsible for assembling the content for the Conference. Another 19 individuals provided invaluable assistance in reviewing all draft papers submitted for inclusion in the Conference Program.

Testifying to the very high calibre of papers presented at the Berlin Biennial is the fact that several well-known publishers expressed their interest in publishing a special volume of selected Conference papers before the last conference attendees had even boarded their planes for the return trip home. Springer-Physica was subsequently selected as publisher. Dr. Brigitte Preissl, Conference Program Coordinator, will be the lead editor.

The Conference also featured four plenary sessions with several dignitaries, senior government officials, high-ranking members of regulatory agencies and research institutes, and business leaders and executives from around the globe. The plenary sessions dealt with Telecom Technology and Market Forecasts, Telecom Regulatory Policy, Telecom Issues in Developing

Countries and Mobile Services. All plenary sessions were heavily attended.

In addition to a full slate of conference sessions, delegates to Berlin 2004 were provided with numerous opportunities and venues at which to socialize and network with their colleagues and peers from around the world. Receptions were held every evening at Humboldt University, culminating in a Special Reception and Gala Dinner held in a restored and newly-renovated Deutsche Telecom office building, just minutes away from the university. The Gala was sponsored by T-Com (the fixed network branch of Deutsche Telecom), which was also the lead sponsor for the Conference. Erik Bohlin, the newly-elected Chair of ITS, gave the main address at the Gala, with a giant video screen providing a backdrop to the podium at which he spoke.

Dr. Bohlin began by paying tribute to Dr. Jürgen Müller, the principal organizer of the Berlin Biennial (which was also the 15th ITS European Regional Conference). In Dr. Bohlin's words, "Without Jürgen, we would not be here…For those that know him, and have followed him, this is the 15th European Conference he has put together. He has organized conferences all around Europe, from Crete to Helsinki, starting in 1989. We at ITS are beholden to him for his tenacity, energy, commitment and abilities…We love Jürgen Müller dearly… even his trademark idiosyncracies. On behalf of all of us, thank you, Jürgen". Prolonged applause followed his words of appreciation for Dr. Müller.

Conference delegates visiting Berlin for the first time, or returning to the city after a long absence, were very much taken with how little visible evidence remains of the city's divided past. Only a few

remnants of the once omnipresent Wall remain standing, and for those who never saw the Wall, it was hard to imagine even where the 155 kilometres of barbed wire and concrete once stood.

Instead of a city partitioned between East and West, delegates discovered a modern and unified metropolis of 3.5 million people, with giant new business complexes, office towers, and ultra-modern shopping centres occupying what 15 years ago was (literally) a heavy-guarded, barbed wire-enclosed no man's land. The process of restoring and refurbishing many of the city's greatest monuments, museums and state buildings has also come a very long way. Witness the magnificent Reichstag Building with its impressive glass-domed viewing gallery, the Brandenburg Gate, the extraordinary buildings on Museum Island, including the incomparable Pergamon Museum, the Altes Museum and the Alte Nationalgalerie.

Also tempting Conference delegates to extend their stay in Berlin beyond the dates of the Conference were such sites as the Gemäldegalerie (Painting Gallery) housing treasures of European art, or the prospect of a day-trip to the Royal Palaces and Gardens of Potsdam, which were declared a UNESCO World Heritage site in 1990. For those with more eclectic tastes, Berlin offered visitors the East Berlin Art Mile (Auguststrasse in Mitte) featuring some of the very best in German and European commercial and underground art; the avante garde bars and clubs on Oranienburger Strasse; or (even to say it, is to recognize how special such a city must be) three opera houses focussing, respectively, on tragic, comic and new productions of operatic works. Finally, there was the poignant and truly unique Museum at Checkpoint Charlie. It documents and chronicles the lives and personal stories of hundreds of individuals who either succeeded or failed (with catastrophic consequences) in their attempt to flee to

the West, often employing the most ingenious devices, contraptions or methods to assist in their escape efforts. The time spent reading, viewing and contemplating the many exhibits was worth every minute.

As an added bonus to Conference delegates, the weather in Berlin both before, during and immediately after the Conference was nothing short of spectacular. Daytime highs hovered in the mid-twenties Celsius under clear blue skies. Evenings were perfect for casual strolls or for a second cup of cappuccino at any one of the hundreds of sidewalk cafes sprinkled across the city.

By any measure, be it the number of delegates in attendance, the quality of papers presented, the professional networking opportunities afforded participants, the financial contribution to ITS' coffers, or the outstanding variety and calibre of sight-seeing opportunities offered by the host city, Berlin 2004 can only be judged a tremendous success for ITS.

The next opportunity to attend an ITS Biennial Conference will be June 11-15, 2006. The location will be Beijing, China. Please add these dates to your calendar as Beijing 2006 holds the promise of being every bit as fascinating and rewarding for those who attend as was the recently-held Conference in Berlin. Further information on the upcoming Biennial Conference in Beijing is provided at page 13 of this issue of *Interconnect*. Please also visit www.itsworld.org regularly for updates on the 2006 Biennial and other ITS conferences, seminars and workshops in various parts of the world.

Message from the Chair (cont'd)

our societies. Looking over the past 20 years of ITS, I have also been struck by the energy and scope of the society's activities, despite the telecom industry's ups and downs. It is gratifying to see the numerous ways ITS has fulfilled its mission of encouraging informed debate among the community of industry leaders, research scholars, government officials, and consultants, who want to remain at the forefront of telecommunications economics and policy. That interplay goes to the heart of the ITS mission-an open, free debate, a meeting place for interchange, a symbiosis among these groups which is increasingly important. As the telcos increasingly cut down their in-house research, organizations such as ITS, which bring together researchers from all over the world, are all the more important; in fact, during the recent Biennial Conference in Berlin, participants came from thirty-one countries.

In concrete terms, ITS has plans for a number of exciting programs in the future. For 2005, several ITS regional meetings have been proposed to the ITS Conference Committee: 21-23 July, Pontevedra, Spain, (organizer Fernando Gallardo), 28-30 August, Perth, Australia (organizer Gary Madden), and 4-6 September, Porto, Portugal (organizers Joao Confraria Silva and Brigitte Preissl). Also, 2-3 June, Hong Kong, (organizer Xu Yan), at which there will be a Mobility Roundtable held in association with ITS. Please watch the ITS website for more information about these events.

For 2006, the ITS Board at its Berlin meeting unanimously approved the proposal of Beijing University of Posts and Telecommunications (BUPT) to host the 16th ITS Biennial Conference in Beijing, June 11-15. The Beijing Biennial has already stirred a great deal of interest from colleagues and ITS members, being announced at the final session of the recent Berlin Biennial. The conference promises to have high scientific ambitions, interesting social events and lively professional interchange.

In addition to meetings, ITS has an active publications arm to promote the exchange of ideas, in electronic form as well as in hard copy. For many years, the respected journal *Communications & Strategy* has been endorsed by ITS as its membership journal and is distributed to all members in print form four times a year. Edited books based on ITS conferences have been published as well. We are also, appropriately given our subject matter, taking increasing advantage of electronic communications. *Interconnect*, our newsletter, has been published electronically since July 2004. In addition, the ITS listserv helps connect ITS members.

Finally, the Berlin Biennial Board Meeting elected new ITS Officers. The ITS Board and I wish to thank two much-valued outgoing officers: first, Loretta Anania, who stepped down as Chair. Loretta Anania presided over ITS during turbulent times in the telecommunications industry and the economy as a whole. She brought to her role not only professional expertise but a great personal warmth. I would also like to express our sincere thanks to Susan Simon, who leaves as ITS Secretary after many years. The role of the ITS Secretary is critical for obtaining legal advice and record keeping of minutes, and Susan has strengthened and safe-guarded ITS, drawing on her long-standing involvement with ITS.

The newly-elected ITS Secretary, Bohdan (Don) Romaniuk, has been the key person to successfully organize the ITS web site and our newsletter *Interconnect* and has, therefore, a long track record of attending to ITS activities. Don Romaniuk also has a valued legal background. The ITS Treasurer, Leland Schmidt, was re-elected by acclamation, and we are all very thankful and proud to have such a faithful caretaker in charge of our finances. Lucy Firth was elected ITS Vice Chair, and she has within a relatively short time as an ITS Board Member already contributed much to conference organization and strategic planning.

New ITS Committee Chairs and co-Chairs are Teodosio Perez Amaral (Conference Committee), Lucy Firth and Momin Hayee (Strategic Planning) and Gary Madden (Publications Committee). The ITS Board acknowledged the contributions of past Committee Chairs (Gérard Pogorel, Conference Committee; Erik Bohlin, Publications Committee; and Glyn Williams, Strategic Planning).

In closing, I wish to say again how grateful I am to be able to serve ITS as its Chair and how much I look forward to meeting and talking with each of you at ITS meetings in the near future.

Sincerely,
Erik Bohlin
ITS Chair

Report on the 2004 ITS Board Meeting in Berlin

The ITS Board of Directors met on September 4, 2004 in Berlin, Germany, just prior to the start of the 15th ITS Biennial Conference which was held in association with the 31st EARIE Conference. The Board meeting was held at the Berlin School of Economics.

The 2004 ITS Board meeting was one of the best attended in recent memory. Fully 80% of all Directors (from four continents) were able to participate.

The composition of the Board and its various Committees changed considerably over the course of 2003-2004 as existing terms expired and new appointments were made. Several Board members also stepped down during the course of the year or chose not to seek re-election at the Board meeting. Of particular note was the election of Erik Bohlin (Sweden) to the position of ITS Chair. Professor Bohlin, who had served as ITS Vice-Chair since December 2000, replaced Dr. Loretta Anania (Belgium) who successfully steered the ITS through some difficult and challenging times over the past eight years. Dr. Anania will remain on the ITS Board and Executive Committee as immediate past Chair. The former past Chair, Professor James Alleman, stepped down from the Executive Committee but will remain a member of the Board.

The Board elected Dr. Lucy Firth (Australia) to the position of ITS Vice Chair. Dr. Firth was first elected to the Board in 2003. She also holds the position of Co-Chair of the ITS Strategic Planning Committee.

Also elected as a first-time officer of ITS was Bohdan (Don) Romaniuk (Canada). Mr. Romaniuk, who is also Chair of the ITS Marketing and Promotions Committee and an eight year veteran of the ITS Board, was appointed ITS Secretary in place of Susan Simon. Ms. Simon, who was recently elected as a judge in her home state of New Jersey, U.S.A., completed her second four-year term as ITS Secretary in 2004. She will remain on the ITS Board.

Rounding out the list of officers elected by the Board to a four year term was long-standing Board member, Leland Schmidt (U.S.A.). Mr. Schmidt was re-appointed to his third term as ITS Treasurer, a position he has held since 1996.

Congratulations and heartfelt thanks were extended by the Board and several individual members to Loretta Anania, Susan Simon and James Alleman for their dedicated service as ITS officers and/or members of the Executive Committee.

Several changes to the composition and leadership of the Board's various Committees were also made at the 2004 Board meeting.

For a more complete summary of changes to the membership of the ITS Board and Committees, please see Professor Bohlin's Message from the Chair, in this issue of *Interconnect*. A complete list of all current Board and Committee members may also be found at pp. 12 & 14 herein.

One of the key issues considered by the Board at the Berlin meeting was the long-run viability of ITS' business model. Although ITS remains financially sound and more active than ever, the Board considered it unwise to count on this happy state continuing into the indefinite future without improvements being made in how the organization is managed and financed. Under the present business model, ITS relies on large biennial conferences for most of its funding. There are four sources of funds overall: (i) two-year individual membership fees collected from participants at biennial conferences; (ii) a share of any surplus funds (including contributions from conference sponsors) from biennial conferences after all expenses have been covered by local organizers; (iii) annual fees from corporate and non-profit sponsors; and (iv) annual membership fees from individuals who did not attend the most recent biennial conference.

The Board identified the following weaknesses in the current business model: (i) revenues tend to be very lumpy, with significant inflows during biennial years, and deficits in non-biennial years; (ii) the task of securing and maintaining annual corporate/non-profit sponsorships grows more difficult each year, especially given the massive consolidation and rationalization that has taken place in the telecom industry over the past decade; and (iii) the organization's genesis and history has led it to become excessively telecom-centric, while its target base of potential members and sponsors is increasingly knowledge and information industry-centric.

The Board directed the Strategic Planning Committee to re-examine the mission of ITS and to explore options to

the current business model that may offer greater prospects of long run success and sustainability. The Membership and Conference Committees were also requested to become engaged in this critical discussion over the future direction of ITS.

The highlight of the Board meeting, as is the case every two years, was the discussion relating to where the next Biennial Conference will be held. Three representatives of the Beijing University of Posts & Telecom (BUPT), Professor and Dean, School of Economics and Management, Ting-jie Lu, and Professors Kaili Kan, and

Finance Committee

Leland Schmidt delivered the Report of the Finance Committee to the Board.

Overall, ITS remains in sound financial condition. Cash reserves remain strong, but continue to fluctuate over ITS' traditional two year revenue cycle.

As anticipated (see page 3 of the November 2003 issue of *Interconnect*), ITS experienced a modest deficit in calendar year 2003, a non-biennial conference year. However, with 2004 being a biennial conference year, revenues are projected to increase significantly in the latter half of the year as two-year membership fees are collected from participants at the Berlin Biennial. Mr. Schmidt also advised that a number of corporate sponsors had either renewed their corporate memberships for 2004-2005, or were contemplating doing so at latest report. [For a complete list of ITS' corporate and non-profit sponsors as of February 2005, please see page 15 of this issue of *Interconnect*.]

Cost-cutting measures for 2004 and beyond, as discussed at the Board meeting, were anticipated to further enhance the financial condition of the organization.

Aside from membership registrations at biennial conferences, new individual members continue to join predominantly through the ITS website. This transition from hard-copy to electronic registration as the preferred form of sign-up for new members has taken place almost overnight. Online registration was introduced by ITS just two years ago.

Conference Committee

Loretta Anania delivered the Report of the Conference Committee on

behalf of the outgoing Committee Chair, Gerard Pogorel, who was unable to attend the meeting.

The Conference Committee reported on three proposed 2005 regional conferences that were seeking ITS accreditation. As it is the responsibility of the Conference Committee to approve applications for proposed ITS regional conferences, the Report was presented to the Board for information purposes only.

The three proposed 2005 regional conferences to be held, respectively, in (1) Pontevedra, Spain; (2) Perth, Australia; and (3) Porto, Portugal, the latter in association with the 32nd EARIE Conference, were subsequently approved at a separate meeting of the Conference Committee following the Board meeting in Berlin. A full description of these three upcoming regional conferences is provided at pages 8, 9 and 10 herein.

Consistent with a determination made by the Board at its 2003 meeting in Helsinki, Finland (see page 2 of the November 2003 issue of *Interconnect*), all ITS-approved regional conferences are now required to charge a higher registration fee for non-members. This fee differential will flow directly to ITS as an additional source of revenue. The lower registration fee for ITS members attending regional conferences, in turn, constitutes an additional membership benefit.

A recurring issue faced by ITS, especially with ITS conferences being organized and held in every corner of the world, is how to pass on learnings from one group of conference organizers to the next. Since many of

the skills required to organize a successful conference are individual-specific and not easily transferable, there was much discussion on the need to document organizational learnings and to make this information readily accessible to all future conference organizers.

The Marketing and Promotions Committee undertook to create an online repository of ITS materials, accessible to all Board members, consisting not only of previously documented conference "learnings" and guidelines (to the extent that such materials exist), but of all other important ITS documents and written materials including minutes of Board and Committee meetings, by-laws, contracts, operational guidelines, standard practices and procedures, summaries of Committee functions and responsibilities, Executive and Secretariat position descriptions, survey data, etc. Over time, this electronic library or repository of ITS knowledge and history may well become the organization's most valuable asset.

Strategic Planning Committee

Lucy Firth presented the Report of the Strategic Planning Committee (SPC).

The SPC Report consisted of a summary of findings of a web-based survey of ITS members and past conference attendees completed by the SPC in August 2004. The purpose of the survey was to obtain a better understanding of how the ITS Board could better serve the ITS membership.

The survey drew 100 responses from individuals in 24 different countries. Representation was evenly balanced across the globe with 20 respondents from North America, 20 from Europe, 18 from Asia, 13 from Australia, and the remainder scattered across several other countries. 57 respondents were employed by academic

institutions, 27 were engaged in consulting, and 10 worked for a regulatory body. All respondents had attended at least one ITS biennial conference and/or one ITS regional conference. ITS received very solid marks from the respondents for the content, value for money, standard of debate, and professional networking opportunities both at its biennial and regional conferences. Over 80% of respondents read or have read the ITS Journal, *Communications & Strategies*. A similar high percentage of respondents read or have read *Interconnect*, the ITS newsletter.

Other findings included the following:
- The first preference among respondents for the location of biennial conferences was Europe (30), followed by Asia (19), with North America and the Asia-Pacific region receiving 13 votes each.
- The most preferred cities for holding biennial conferences were Sydney (6), Paris and Beijing (5 votes each), followed by Hong Kong, London, Perth, and San Francisco (with 3 votes each).
- Preferred future conference topics included policy options (28), economic issues (26), emerging technologies (15), convergence issues (12), social issues (6) and marketing issues (4).
- Highest ranked presenters of conference papers were academics (48), industry representatives (25) and government employees (17).
- Rankings for content presented at conferences were current research (45), practical (21) and theoretical (12).
- 60% of respondents preferred conference papers to be fully refereed.

The complete results of the August 2004 survey are available on the ITS website at www.itsworld.org in the password-protected executive login section which is accessible only to ITS Board members. A more detailed publically-accessible summary of the survey

results may be published at a later date on the website.

A new survey is planned for 2005. Any ITS member wishing to submit one or more questions for inclusion in the next member survey is requested to please contact Lucy Firth at *lfirth@unimelb.edu.au*.

The identity of all respondents to these surveys is kept strictly confidential.

Publications Committee

Erik Bohlin presented the Report of the Publications Committee.

Publications Committee activities over the past 12 months (August 2003 to September 2004) centred on ITS Journal-related matters and the publication of two edited volumes of ITS conference proceedings.

Cooperation between ITS and IDATE, which publishes *Communications & Strategies (C&S)*, the ITS Journal, was very active on several fronts. A special issue on ICT in Asia was published by C&S in November 2003 with the support of ITS. A number of papers presented at the 2003 ITS Asia-Australasian Regional Conference held in Perth, Australia were published in this special issue of C&S. Guest editors for this special issue included ITS Board members Erik Bohlin and Georgette Wang. In addition, a new special issue on ICT and Enlargement (of the European Union) was being planned for publication in November 2004, once again with ITS support. Several papers presented at the Berlin Biennial Conference were considered for publication in this special issue. ITS Board member, Karl-Heinz Neumann also served as a guest editor for the November issue of C&S. A number of papers presented at the 2003 ITS Regional Conference in Helsinki, Finland were submitted for future publication in C&S. And finally, several ITS Board members

including Loretta Anania, Cristiano Antonelli, Erik Bohlin, Karl-Heinz Neumann and Gerard Pogorel served on the editorial board and scientific committee of C&S over the past year.

Until July 2004, when *Interconnect* started being published solely in electronic form, C&S also served as the primary means of distribution for the ITS newsletter, with copies of *Interconnect* being mailed to subscribers of C&S along with the journal.

The Publications Committee was also very active on other fronts. The 2002 ITS Biennial Conference in Seoul, Korea resulted in two edited publications in 2004. *Global Economy and Digital Society*, edited by Erik Bohlin, Stanford Levin, Nakil Sung and Chang-Ho Yoon, was published by Elsevier North Holland in August 2004. A special issue of *Telecommunications Policy* on growth in mobile communications was published in March 2004. Editors were Erik Bohlin, Stanford Levin and Nakil Sung. The 2003 ITS Asia-Australasian Conference held in Perth also led to two publications in 2004. *Economics of Broadband and Mobile Commerce*, edited by Russell Cooper and Gary Madden, was published by Springer Verlag. The Perth Conference also produced a special issue of *Telecommunications Policy* edited by Gary Madden.

The 2004 ITS Biennial Conference held in Berlin will also lead to an edited volume to be published by Springer-Physica. The project leader and main editor of the publication will be Dr. Brigitte Preissl.

Marketing and Promotions Committee

Don Romaniuk presented the Report of the Marketing and Promotions Committee (MPC).

The MPC is responsible for publishing *Interconnect* (the ITS

newsletter), promotional materials such as the ITS brochure, and updating the content of the ITS website found at www.itsworld.org. Three issues of *Interconnect* were published between the Helsinki Board meeting in 2003 and the Berlin Board meeting in 2004. The November 2003 and April 2004 issues were the last two editions of *Interconnect* to be produced in hard-copy form. They were distributed as an insert to *Communications & Strategies*, the ITS Journal, as well as being made available on the ITS website. The July 2004 issue of the ITS newsletter was the first to be published solely in electronic form. It was distributed through the ITS Listserv to an audience of some 1500 recipients and was simultaneously published on the ITS website.

The advantages to ITS of moving to fully electronic publishing and distribution of *Interconnect* are numerous. They include (i) substantial savings in paper, printing and distribution costs; (ii) greater flexibility in the number of pages that can be produced per issue; (iii) instantaneous distribution capability worldwide; and (iv) the de-coupling of publication dates from the distribution dates for *Communications & Strategies*. These and other changes introduced in 2004 by the MPC will result in annual savings equivalent to the revenues that would be generated by adding 100 new individual memberships per year. Response from ITS members to the electronic-only version of *Interconnect* has been uniformly positive.

A new ITS brochure promoting the 2006 Beijing Biennial Conference will be published in 2005 once more details about the Conference become available. The MPC expects to print 5000 hard copies of the brochure, supplemented by electronic publication and distribution of the brochure through the ITS website and Listserv.

The last brochure was produced in June 2003. 5000 copies were printed and distributed worldwide.

Content on the ITS website continued to grow in 2003-2004, with increasingly more frequent updates on every facet of ITS activity worldwide. TELUS Corporation, one of ITS' global corporate sponsors, continues to host the ITS website and to provide web development services to ITS.

Membership and Nominations Committee

Stanford Levin presented the Report of the Membership and Nominations Committee (MNC).

Pursuant to an initiative launched at the 2003 Board meeting in Helsinki (see page 2 of the November 2003 issue of *Interconnect* for complete details), the MNC took a number of steps to thin the Board's ranks of inactive members as well as those who did not respond to requests to renew their lapsed memberships. Other Board members chose, for a variety of personal or work-related reasons, not to seek a renewal of their term on the Board. As a result, several Board vacancies were created and then filled over the course of 2003/2004.

In total, four new Directors were elected by electronic vote between the Helsinki and Berlin Board meetings, including Chang-Ho Yoon, Korea; Masatsugu Tsuji, Japan; Yves Gassot, France; and Elisabeth Dognin, France. An additional four new members were elected at the Berlin meeting, including Momin Hayee, England; Brigitte Preissl, Germany; Takashi Yamakawa, Japan; and Patricia Longstaff, U.S.A.. Four existing Directors were also re-elected to serve an additional six year term on the Board, including Karl-Heinz Neumann, Germany; Stanford Levin, U.S.A.; Leland Schmidt, U.S.A.; and Gerard Pogorel, France.

Yan Wan, attended the Board meeting to present a proposal to host the 2006 ITS Biennial Conference in Beijing, China. ITS Board member, Xu Yan, introduced the speakers. The presenters indicated that their proposal had the support of the BUPT President and the Ministry of Posts & Telecommunications. The principal Conference organizers would be BUPT, The China Institute of Communication and the China Association of Communications Corporations. The proposed conference theme would be "Telecommunications Facing the Future".

Following a detailed and informative presentation, and an in-camera Board discussion thereon, it was agreed by the Board to approve the Beijing proposal subject to the approval of the Conference budget by all four ITS officers. ITS Treasurer Leland Schmidt then met separately with the BUPT representatives to review in much more detail the proposed budget for the Conference. A decision was made later in the day to approve the Beijing proposal. An announcement to that effect was made to all delegates at the conclusion of the Berlin Conference.

The Board also took time at its meeting to extend its sincerest thanks and congratulations to Jürgen Müller, the principal organizer of Berlin 2004, as well as to Karl-Heinz Neumann and Brigitte Preissl, the other two main Conference organizers, for their dedication, hard work and great success in putting together a Biennial Conference of the highest calibre.

Aside from some relatively minor housekeeping matters, most of the remainder of the Board's time at the 2004 Berlin meeting was directed to Committee activities and reports. These reports, and all material Board decisions based thereon, are summarized at pages 5 to 7 in "Connections".

Porto, Portugal to Host ITS Europe 2005
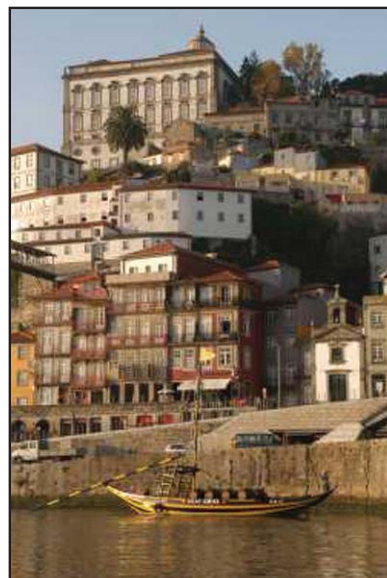## 16th European Regional Conference
Deadline for Call for Papers is March 31, 2005

Porto, the second largest city in Portugal, has been chosen as the site for the 16th ITS European Regional Conference, to be held September 4-6, 2005. As has been the case for over a decade, ITS' annual European Regional Conference will be held in association with the annual Conference of the European Association of Research in Industrial Economics (EARIE), September 1-4, 2005. This will be the 32nd EARIE Conference.

Porto offers many attractions to visitors. It lies at the mouth of the Douro River, which is the gateway to the world's most renowned port growing and bottling region. It is also well known for its seafood-based cuisine. The historical old quarter in the centre of the city, which has changed little since medieval times, was declared a UNESCO World Heritage site in 1996. The Ribeira (River-bank) quarter, meanwhile, bustles with quaint restaurants, esplanades and night clubs.

The lively and colourful Balhao market offers something for everyone, while the downtown market (Baixa) offers great shopping for jewelry and leather goods. Also not to be missed is the Porto Cathedral which dates back to the 12th century, and the Clergyman Tower and Church, from which some of the most panoramic views of the city can be had. There are also many monuments and museums for those interested in local culture and history.

The joint ITS/EARIE sessions will be held at the Faculdade de Economia, Universidade do Porto. The ITS-only sessions, meanwhile, will be held at the Universidade Catolica Portuguesa, also in Porto. The European Regional Conference will focus on telecommunications infrastructure, services, impacts and policy.

The Conference organizers are Joao Confraria Silva, Assistant Professor, Economics Department, Catholic University of Portugal, in Lisbon, and Dr. Brigitte Preissl, Group-leader, German Institute for Economic Research, Berlin.

To see the Call for Papers please <click here>. Conference organizers are seeking abstract submissions on the following conference sub-themes:
- Regulatory Practice in Europe
- Competition and Market Performance in Telecommunications
- Improving Telecommunications Infrastructure
- Structural Change in Telecommunications Industries
- Internationalization of Telecommunication Markets: the Enlarged EU and Beyond
- Broadband: Promises and Perspectives
- Internet: Regulatory and Strategic Issues
- Mobile Services: What Next?
- Information Society Issues: Winners and Losers
- Broadcasting: Technology and Content

Papers must be written in English and be based on current research. The deadline for receiving abstracts (max. two pages) is March 31, 2005. The review process will be completed by May 15, 2005. Completed papers must be submitted by July 31, 2005.

Please send your abstract to *itseurope@diw.de*.

For further information on this Conference please contact Professor Confraria Silva at *jcfs@fcee.ucp.pt* or Dr. Preissl at *bpreissl@diw.de*.

For the latest information about the EARIE 2005 Conference, please <click here>. Further information about EARIE may be found at *www.earie.org*.

As more information about the ITS Europe 2005 and EARIE 2005 conferences becomes available, it will be posted on the ITS website at *www.itsworld.org*. Updated information will also be provided in the next issue of *Interconnect* in May 2005.

Perth, Australia to Host First ITS Africa-Asia-Australasia Regional Conference

Nestled in the southwest corner of Australia along the banks of the Swan River, just a few miles from the coast and the sprawling expanse of the Indian Ocean, lies Perth, the capital of Western Australia and the host city for the first ITS Africa-Asia-Australasia Regional Conference, to be held August 28-30, 2005.

Pristine beaches, the crystal clear waters of the southern Indian Ocean, marine activities from whale watching and deep sea fishing to surfing and scuba diving, scenic parks, premium wineries and art galleries — all these things and more await visitors to Perth and area, including ITS members sojourning to the Land Down Under to attend this exciting Conference.

The Conference organizer is Professor Gary Madden of the Communications Economics and Electronic Markets Research Centre (CEEM), Curtin University of Technology. CEEM is hosting the three day Conference, the venue for which will be the Curtin University of Technology campus located in the Perth suburb of Bentley. The primary sponsors of this event are the Australian Department of Communications, Information Technology and the Arts, NERA Economic Consulting, Optus, Physica-Verlag and *Telecommunications Policy* journal.

The Conference theme is "ICT Networks–Building Blocks for Economic Development". Within this broad conference theme are nine separate tracks:

- B2B and B2C E-Commerce Markets
- Current Development and the Prospects for Mobile Networks

- Digital Divide
- Global Corporate Strategy
- Grid Computing and Networks of Innovation
- Innovations in Electronic Banking and Financial Markets
- Network Investment Evaluation and Real Options
- Product Bundling and Lessons for the Internet
- Virtual Education and Digital Libraries

The final date for the submission of abstracts for this Conference is May 6, 2005. Abstracts must not exceed 200 words.

The final date for the submission of papers for peer review is June 3, 2005. Authors will receive notification of acceptance or rejection by no later than July 1, 2005. The deadline for submitting the final version of papers that have been accepted for the Conference is July 29, 2005.

Speakers wishing to have their papers considered for inclusion in a Special Issue of *Telecommunications Policy* (Elsevier, Amsterdam) should clearly indicate this in their abstract submission. The Conference organizers also plan to publish a special volume of selected Conference papers with Physica-Verlag of Heidelberg.

To see a copy of the Conference Call for Papers and directions on how to submit an abstract, please <click here>

For further information about the ITS Africa-Asia-Australasia Regional Conference, including information on Conference fees and registration, please <click here>

All persons interested in attending this Conference should take special note of the significant savings in Conference fees available to ITS members, Early Bird registrants, and especially both.
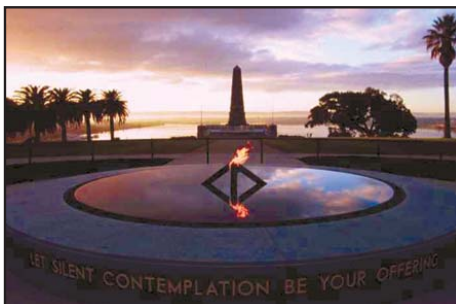
All Conference inquiries should be directed to Michael Schipp, CEEM, Curtin University of Technology at *michael.schipp@cbs.curtin.edu.au.*

Deadline Rapidly Approaching for Abstract Submissions for ITS 2005 Regional Conference in Pontevedra, Spain

Only a few days remain for authors interested in presenting a paper at the ITS 2005 Regional Conference to be held in Pontevedra, Spain, July 21-23 to submit abstracts of their proposed research papers. The deadline for abstract submissions is March 1, 2005.

The theme of this Regional Economic Development Conference is "Telecommunications and the Information Society: Opportunities for Regional and Enterprise Development". Sub-themes include: (1) The Role of Telecommunications and the Information Society in Regional Development, (2) Enterprise Strategies and Future Prospects in Telecommunications and the Information Economy, and (3) New Enterprise Services and Applications in the Information Society. Solicited topics for the submission of abstracts include but are not limited to:

- The impact of new technologies on growth, employment and productivity, and how this impact is measured.
- Causes of regional differences in growth, employment and productivity.
- The impact of broadband networks on regional development.
- The role of institutional promotion at the regional, national and supranational level in the development of the Information Society.
- Analysis of the development of Information Society technologies in the countries and regions of Northern and Eastern Europe and South America.
- Successful private sector strategies for implementing new technologies in different regions.

- Return on investment in cable versus ADSL technology.
- The role of copyright protection in the development of the Information Society.
- The advantages and disadvantages of distributing software without charge.
- The role of venture capital and private initiative in the "post-Internet technology bubble" period.
- The role of mobile communications in the development of the Information Society.
- The prospects for wi-fi.
- Platform competition and convergence in the television business.
- Security and privacy.
- New and profitable initiatives driving the development of the content market.
- The future of e-learning and e-health.
- Information Society applications in the world of entertainment.
- Tele-commuting initiatives in southern Europe.

Abstracts should be submitted to the Conference organizer, Fernando Gallardo Olmedo, at *fgallar@attglobal.net*. Abstracts will be reviewed by an International Scientific Committee, and notification of acceptance or rejection will be sent to authors in early April. Completed papers must be submitted no later than July 1, 2005.

For a copy of the full Call for Papers for this Conference, please <click here>

The Conference website, www.itsgalicia.com, contains a wealth of information about things to see and do in the city and Galician Province of Pontevedra, as well as information on the formal Conference program, the associated cultural program and the accompanying persons program. Although Pontevedra is the smallest of the four Galician provinces of Spain, it is the most densely populated, and thought by many to be the most picturesque. The city of Pontevedra itself has some 50,000 inhabitants and its origins date back to Roman times. Not surprisingly, there are numerous monasteries, churches, museums and castles to visit in and around Pontevedra for those with a passion for history and culture. With Pontevedra being a coastal city, fish and shellfish are the mainstays of the local cuisine. The local wines are also excellent.
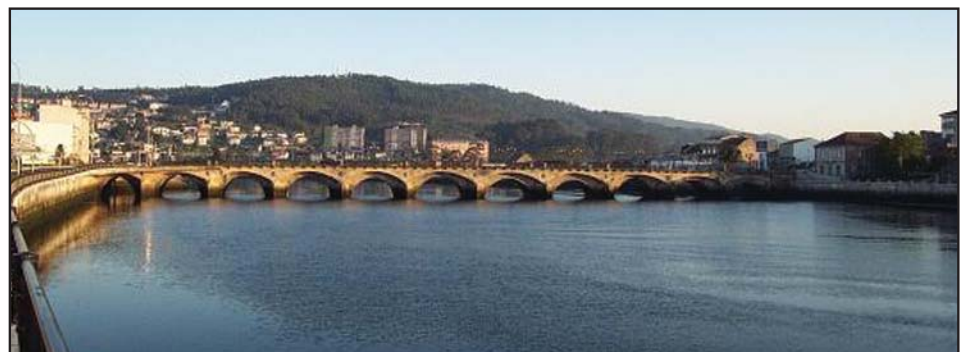
ITS Releases Two Edited Conference Publications in 2004

Global Economy and Digital Society, consisting of selected papers presented at the 14th ITS Biennial Conference in Seoul, Korea, August 18-22, 2002, was published in 2004 by Elsevier/North Holland. The 20 papers comprising this volume were updated, revised and edited following the Conference.

Seoul 2002 was organized by KATP (Korea Association for Telecommunications Policies), KT and SK Telecom. The Conference theme was "Challenges and Opportunities in the Digital Century: The Role of Information and Telecommunications". The Conference attracted some 120 high quality research papers and approximately 300 attendees from 27 countries.

Global Economy and Digital Society was edited by Erik Bohlin (Sweden), Stanford Levin (U.S.A.), Nakil Sung (South Korea) and Chang-Ho Yoon (South Korea). The book is divided into five parts: (1) Global Economy and Digital Markets: Boom or Bust? (2) Global Economy and Digital Technology, (3) Digital Goods: Theoretical Investigation, (4) ICT Market Evolution and the Digital Society, and (5) Policy Aspects of the Digital Society. The editors selected a broad and representative range of papers written by leading scholars and policy analysts in order to reflect the theme of the book from a number of perspectives.

The papers in this volume address a number of issues that will affect the development of the digital society for decades to come: the underlying patterns and drivers of growth, market evolution and corporate strategies, the effect of ICTs on productivity, and pressing policy considerations and requirements. The book takes a holistic approach to its subject, bringing to bear a number of critical perspectives: economics, engineering, business, organization theory, psychology, policy analysis and security concerns. The

target audience for this publication includes policymakers, regulators, researchers and private corporations.

You may order your copy directly from the publisher. To do so now, please <click here>. The price is $125 U.S.

Frontiers of Broadband, Electronic and Mobile Commerce, edited by Russell Cooper and Gary Madden, Curtin Business School (Australia), was published in 2004 by Springer Verlag. Fifteen of the nineteen chapters comprising this volume were selected from papers presented at the ITS Asia-Australasian Regional Conference held in Perth, Australia, June 22-24, 2003. Four additional invited papers were commissioned to augment the volume.

The theme of the 2003 Asia-Australasian Regional Conference was "M-Business, E-Commerce and the Impact of Broadband on Regional Development and Business Prospects". The Conference was organized by the Communication Economics and Electronic Markets Research Centre (CEEM), Curtin University of Technology and the Australian Expert Group in Industry Studies (AEGIS), University of Western Sydney. The Conference attracted 169 delegates from 24 countries.

This edited book analyzes the frontiers of broadband, electronic and mobile commerce markets. It is divided into five parts: (1) E-Commerce Business Models, (2) Network Technology and Productivity, (3) Demand and Pricing, (4) Market Growth, Regulation and Investment, and (5) Issues Related to the Development Imperative. The target audience for this volume includes researchers and practitioners in broadband and mobile communications, whether in government, regulatory agencies, industry, or related professions.

To order your copy of this volume now, please <click here>. The price is 59.95 Euros.

ITS Announces Special Membership Offer

ITS has introduced a special Membership Offer. Effective immediately, anyone wishing to become an ITS member or to renew an existing, but lapsed, membership, will pay a rate of only $100 U.S. between now and the start of the 16th ITS Biennial Conference in Beijing, China in June 2006. Since the normal rate for a 12 month membership is $100 U.S., this special rate offers substantial savings.

With your membership, you will receive:
- regular information updates on the Society and forthcoming events, including ITS Biennial and Regional Conferences, Workshops and Seminars in countries around the world, as well as conferences and similar events sponsored both by affiliated and non-affiliated professional, business and academic organizations with which ITS maintains formal contacts and relationships.
- a subscription to the ITS journal, *Communications & Strategies*.
- discounts as announced for ITS events and publications.
- discounts on ITS conference proceedings and books.
- occasional special discounts on new books and scientific journals.
- access to the ITS Listserv.
- ITS Listserv bulletins announcing the latest issue of *Interconnect*, the ITS newsletter, immediately upon publication, together with an online link to the newsletter for immediate access.

Please renew your membership, or sign-up for a new membership, at this special rate to start receiving these benefits today.

<Register online now>

Member Profile
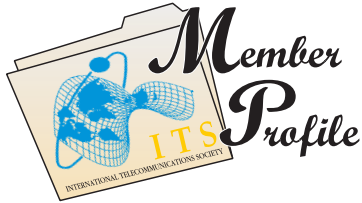
Gary Madden

GARY MADDEN, Ph.D.
Professor of Economics
Director, Communication Economics and Electronic Markets Research Centre (CEEM)
Curtin University of Technology, Australia

Gary joined the ITS Board of Directors in 2002. He also served under the guidance of Erik Bohlin on the ITS Publications Committee. With Erik's promotion to ITS Chair in 2004, Gary serves as Chair of the Publications Committee.

Gary received his Honors degree in economics from Macquarie University (New South Wales, Australia), and his Ph.D. in economics from the University of Tasmania, Hobart (Tasmania, Australia). Prior to his appointment at Curtin University of Technology (Western Australia, Australia) in 1991, Gary taught at the University of Tasmania.

Gary has published articles in the fields of industrial organization and aspects of the economics of networks (telecommunications and the Internet in particular) in scholarly journals including *Review of Industrial Organization, Review of Economics and Statistics, Industrial and Corporate Change, Journal of Forecasting, International Journal of Forecasting, Economics of Innovation and New Technology, Information Economics and Policy, Applied Economics, Journal of Media Economics* and *Telecommunications Policy*.

In 2003 he edited the *International Handbook of Telecommunications Economics* series for Edward Elgar. Last year he co-edited (with Russel Cooper) the volume *Frontiers of Broadband, Electronic and Mobile Commerce* (Contributions to Economics Series, Physica-Verlag). The latter volume is comprised of papers from the ITS Regional Conference held in Perth during June 2003, and invited papers from Jerry Hausman (MIT), Jeff Bernstein (Carleton) and Charles Zarkadas (NERA Economic Consulting), M. Ishaq Nadiri (NYU) and Banani Nandi (AT&T Shannon Laboratories), and Glenn Woroch (University of California, Berkeley). He has served on the editorial boards of *Information Economics and Policy* and the *Journal of Media Economics*.

As Director of the CEEM (www.cbs.curtin.edu.au/busines/research/ceem-research-centre/), Gary organizes workshops and conferences on various topics in telecommunications policy. Gary's recent research has focused on e-commerce markets, productivity measurement, cost of living indexes, the digital divide and real options. Along with Russel Cooper he has a book commissioned by Edward Elgar, *The Industrial Dynamics of Network Electronic Markets* (New Dimensions in Network Series) slated for delivery in 2005.

Gary has been an economic advisor to Australian government and international agencies. He is a Special Consultant to NERA Economic Consulting for the Asia-Pacific region.

Gary makes his home in Perth, Western Australia with his wife (Pat), son (James), daughter (Kate) and two cats (Bob and Ziggy). When not teaching at Curtin or managing CEEM he enjoys music, writing, as well as cooking and wine tasting. Gary will be hosting another ITS Regional Conference in Perth August 28-30, 2005 (further details of which are provided at p. 9 inside this issue of *Interconnect*).

Beijing to Host 16th ITS Biennial Conference in 2006

As is its custom, ITS announced the location of its next Biennial Conference prior to the close of its last Biennial Conference (in Berlin). The venue for ITS 2006 will be Beijing, the capital and second largest city in China. The Conference will be held June 11-15.
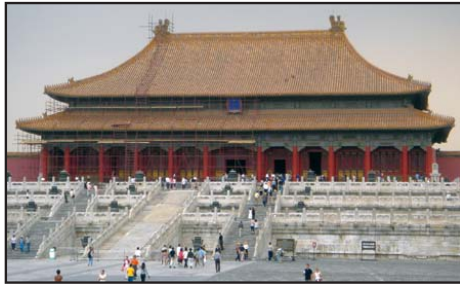
Over the past decade, ITS has hosted a remarkable series of intellectually stimulating, very well attended, and financially successful biennial conferences, from Sevilla in 1996 to Stockholm in 1998, Buenos Aires in 2000, Seoul in 2002 and Berlin in 2004. Beijing holds the promise of continuing this tradition of assembling in one place an impressive line-up of leading academics, thinkers, researchers, subject matter experts and practitioners of every description in the field of communications, information and technology to explore, discuss, debate and move closer to better understanding and, eventually, resolving the pressing issues of the day.

The timing of the selection of Beijing could also have not been more appropriate, as not a day passes without a blizzard of news items on the explosive economic growth taking place in that country, and the powerful ripple effects it is having on other economies and currencies around the world, not to mention the world price of commodities ranging from oil and base metals to cotton and soybeans. Add to this the political and social reforms being seen in China as it prepares to host the Summer Olympics in 2008, and it is difficult to imagine a more fascinating location to convene ITS 2006 than China itself.

The principal Conference organizer and Program Chair is Professor Ting-Jie Lu, Dean, School of Economics and Management, at the Beijing University of Posts and Telecommunications (BUPT). Assisting Professor Lu with the organization of the Conference are Xu Yan, Hong Kong University of Science & Technology, and Xiong-Jian Liang, BUPT.

The Conference will be hosted by BUPT.

Planning and preparation for the Beijing Biennial is still in its early stages. Although considerable progress has been made in developing the Call for Papers and the preliminary Conference program, they have not yet been finalized. Likewise, work still continues on developing a Conference website.

As more information on this Conference becomes available, it will be posted on the ITS website, together with links to the Beijing Conference website once it is ready. Bulletins will also be sent to ITS members via the ITS Listserv.
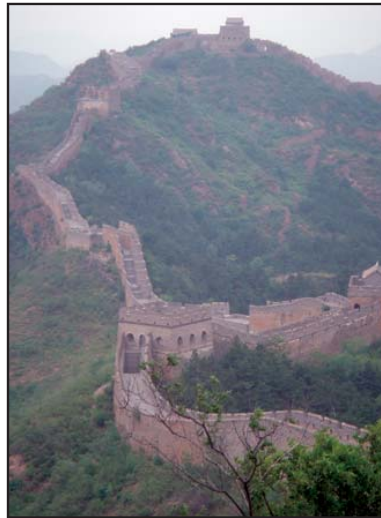
In the meantime, please keep June 11-15, 2006 and a few days on either side of those dates open in your calendar. You will not want to miss this terrific opportunity to attend an ITS Biennial in China. You may also want to plan for some additional travel within China either before or after the Conference. Subsequent issues of *Interconnect* will cover some of the travel and sight-seeing opportunities available to those who attend Beijing 2006.

ITS Board of Directors

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

One of the benefits available to ITS members is access to the ITS Listserv, an electronic distribution list that reaches approximately 1500 academics, researchers, professionals, business consultants, industry practitioners, government policy-makers and members of regulatory agencies active in the information and communications industries.

Unless you are an ITS member, you will not be able to send information bulletins via this electronic mailing list. This is because the e-mail address you provide when you become a member of ITS also serves as an identifier permitting you to actually post messages on the Listserv.

Using the ITS Listserv is as easy as sending an e-mail. Simply send your message to *ITS-L@listproc.sjsu.edu*. Please note that this address has changed since the ITS Listserv was first introduced in 2003.

Permissible messages for distribution over the Listserv include:
 • Conference announcements and
   Calls for Papers
 • Job openings/employment
   opportunities
 • Publication announcements
   (including books, journals and
   journal articles)
 • Research questions

An excellent example of how a simple message over the ITS-L by one ITS member actually led to the publication of a major book just a year later is described in the Press Releases/ Announcements section of the ITS website at
http://www.itsworld.org/about/about.htm

The ITS-L, however, should not be used as a discussion forum because of the volume of e-mail it would generate for every single person on the list. Nor should it be used for personal communication such as a change of contact details or self-promotion (book announcements being an exception).

ITS members are also reminded (see page 4 of the March 2003 issue of *Interconnect*) not to send file attachments over the ITS-L. Instead, simply type in the URL (web address/location) of the file in the body of the message. By way of example, if you are an ITS member, please see the ITS-L message you received announcing the publication of this issue of *Interconnect*. The ITS-L message contained a "live" link to the location on the ITS website on which the current issue of *Interconnect* is stored. That "live" link is nothing more than the URL of the current issue of *Interconnect*. Anyone clicking on that link would automatically be sent to the copy of the current issue of *Interconnect* resident on the ITS website.
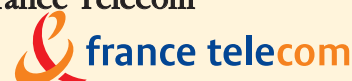
Anyone considered to be abusing the list, in the discretion of the ITS Listserv Manager, may be temporarily or permanently removed from the list. Anyone with a question regarding the appropriateness of a prospective Listserv posting is welcome to contact the ITS Listserv Manager, Gene Mesher, at *genemesher@yahoo.com*, the ITS-L Liaison Officer, Stanford Levin, at *slevin@siue.edu*, or Bohdan (Don) Romaniuk, the ITS Website Manager and Newsletter Editor, at *don.romaniuk@telus.net*.