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## Message from the Chair



Dear ITS Colleagues:

I'm delighted to begin my report in the current (May 2013) issue of *Interconnect* with the happy news that for the first time in the history of our organization ITS has surpassed 400 fully paid members. While there are many reasons for this, first among them is the complimentary subscription to the journal, *Telecommunications Policy*,

which accompanies each paid ITS membership. The response of our members to this benefit, particularly as reflected in membership renewal rates (and, interestingly, in the number of notifications of change of postal address being sent to the ITS Secretariat) has been extremely encouraging. For a more complete discussion and analysis of this and other factors contributing to the growth in our membership, I would direct your attention to the article that begins at page 7 of this issue of the newsletter.

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## Perth Awaits the World for 2013 Africa-Asia-Australasia ITS Regional Conference

Perth, Australia holds the distinction of having hosted more ITS Conferences than any other city in the world. This explanation for this, however, is neither a secret nor very surprising. It comes down to the fact that Perth is also home to long-time ITS Board member, Professor Gary Madden of the Curtin Business School, Curtin University of Technology, who has been the driving force behind the previous six ITS Regional Conferences held in that city between 2001 and 2011.



**Professor Gary Madden**

The seventh such conference, and the 6<sup>th</sup> Africa-Asia-Australasia ITS Regional Conference, will take place in Perth, August 4-7, 2013. The theme of this year's Conference is *Meeting Increasing Telecommunications Demand - Technology, Networks, Business Models & Social Needs*. As in prior years, the host organization for the 2013 Conference will be the Communications Economics & Electronic Markets Research Centre, Curtin University. Professor Madden, meanwhile, has once again assumed the responsibilities of Program Chair.

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## Message from the Chair (cont'd)

In other news, I'm very pleased to report that 2013 promises to be another very strong year for ITS.

As discussed at greater length elsewhere in this issue of *Interconnect*, our 2013 conference line-up includes Regional Conferences in Perth, Australia (August 4-7) and Florence, Italy (October 20-23). In addition, we will convene our 5<sup>th</sup> Ph.D. Seminar for promising graduate students in Florence (October 23-24) immediately following the conclusion of the 24<sup>th</sup> European Regional Conference in that city.

This year's event in Australia marks the seventh ITS gathering and the 6<sup>th</sup> Africa-Asia-Australasia Regional Conference that Perth has hosted since 2001. Thanks to the prodigious organizational efforts and indefatigable energy of Perth-based ITS Director, Dr. Gary Madden, no other city in the world can lay claim to having convened as many ITS Conferences.

The theme of this year's Perth Conference is *Meeting Increasing Telecommunications Demand – Technology, Networks, Business Models & Social Needs*. The keynote address will be delivered by one of the world's leading economists, Professor Jerry Hausman, the John and Jennie S. MacDonald Professor of Economics at the Massachusetts Institute of Technology (MIT) and the current Director of the MIT Telecommunications Economics Research Program. A complete list of the many other distinguished speakers invited to address this Conference can be found at page 3 of this issue of *Interconnect*. The host organization for the Conference will be the Communications Economics & Electronic Markets Research Centre, Curtin University.

The theme of this year's European Regional Conference, meanwhile, is *Technology, Investment and Uncertainty*. The Conference will be hosted by the Florence School of Regulation and will convene at the European University Institute. The 5<sup>th</sup> ITS Ph.D. Seminar will be held at the same venue and will commence immediately following the closing ceremonies for the main Florence Conference. As in prior years, papers addressing a broad range of ICT-related topics will be accepted from approximately 10 to 15 Ph.D. students. A panel of leading academics and industry professionals from the broader ITS community will be invited to review these papers

and then, based on their many years of research and industry experience, provide their personal insights on the ideas presented together with suggestions on how they may be developed further. Additional details on both events can be found in the separate article which starts at page 5 of this issue of *Interconnect*.

Looking somewhat further over the horizon, I am pleased to report that the next ITS Biennial Conference will be held in Rio de Janeiro, Brazil, November 30 - December 3, 2014. This will be the first ITS Biennial to be held in South America since the 13<sup>th</sup> ITS Biennial convened in Buenos Aires in 2000. It will be hosted by ITS Global Corporate member, TIM Brasil. Further details on the 2014 Biennial are provided in this issue of *Interconnect* starting at page 6.

Plans are also coming together for a Regional Conference that will take place in Belgium in June 2014. It will be hosted by iMinds (formerly IBBT-SMIT). As always, once further details on this and other future conferences become available, they will be posted on the ITS web site and will be disseminated to ITS members via the ITS-L Listserv.

The second half of 2012 witnessed several changes to the composition of the ITS Board with the departure of five Directors and the election of three new Board members. Please join me in extending to our departing/retiring Board members – Mr. Reinhard Wieck (Germany), Dr. Ting Jie Lu (China), Dr. Heikki Hämmäinen (Finland), Dr. Hidenori Fuke (Japan) and Dr. Jürgen Müller (Germany) – our sincerest thanks for their many contributions to our organization and best wishes for continued success in their future endeavours. Each of these departing Directors was instrumental in organizing major conferences for ITS during their respective years of service on the ITS Board. Although we owe a debt of gratitude to each, special thanks are warranted in the case of Professor Müller who was among the founders of ITS and who has faithfully and energetically served on our Board since 1986. For a great many of those years Professor Müller's name was literally synonymous with ITS. Indeed, during the first two decades of our existence, he played a pivotal role in the organization of a great many ITS Conferences, especially those held in Europe. I also wish to single out the contributions of Professor Fuke, who has been one of our most active Board members over the past 14 years. Most recently, Professor Fuke

served as Co-Chair of the very successful 2010 ITS Biennial Conference in Tokyo.

New Directors elected to the ITS Board between June and October of 2012 were Mr. Mario Girasole (Brazil), Dr. Jason Whalley (Britain) and Dr. Jan Krancke (Germany). Each of our new Directors brings a wealth of knowledge and experience as well as highly specialized skill sets to the ITS Board. I am as honoured as I am delighted to be able to formally welcome them to our organization and look forward with much anticipation to collaborating with them in advancing the goals and objectives of our Society in the years ahead.

The ITS Board met immediately prior to the commencement of proceedings at the 2012 Biennial Conference in Bangkok. Among the outcomes of that meeting were the following changes in the composition of the ITS Executive Committee (including ITS Officers and Committee Chairs). Stepping down from their positions as ITS Vice-Chair and ITS Secretary were Dr. Brigitte Preissl (Germany) and Dr. Ernst-Olav Ruhle (Germany), respectively. Mr. Stephen Schmidt (Canada) was elected as the new ITS Vice-Chair while Ms. Bronwyn Howell (New Zealand) was elected to the position of ITS Secretary. I would like to extend my sincerest thanks and gratitude to Dr. Preissl for her dedicated service and many contributions to ITS in the capacity of Vice-Chair over the past six years, including especially her work as the principal organizer all ITS Regional Conferences since 2005. In similar fashion, please allow me to extend to Dr. Ruhle my deepest appreciation for his faithful service to our organization in his official capacity as ITS Secretary for the past eight years, including the pivotal role he played as principal co-organizer of the 2012 European Regional Conference in Vienna. At the same time, I very much look forward to working even more closely with Mr. Schmidt in the years ahead now that he has added the position of ITS Vice Chair to his existing role as Chair of the ITS Web Development Committee. Likewise, I wish to extend to Ms. Howell my warmest greetings and best wishes for a successful tenure as the new ITS Secretary. Finally, I am very happy to report that Leland Schmidt was elected by the Board to serve another term as ITS Treasurer, an Officer position he has held and very ably served in for a great

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# Perth Awaits the World for 2013 Africa-Asia-Australasia ITS Regional Conference (cont'd)

## **Prof. Jerry Hausman to Deliver Keynote Address**

The Perth Conference Scientific Committee recently announced that the keynote address will be delivered by Professor Jerry Hausman, the John and Jennie S. MacDonald Professor of Economics at the Massachusetts Institute of Technology (MIT).



*Professor Jerry Hausman*

It would be difficult to find a professional member of the economics fraternity who is unfamiliar with Professor Hausman or the broad scope of his academic *oeuvre*. Professor Hausman is an econometrician of the first order and, in addition to his work in this field, has published scores of papers on applied microeconomics in leading economic journals. The subjects of his applied research have ranged from energy and environmental economics, the economics of aging, and the economic effects of taxation to the study of new telecommunications technologies, the regulation of telecommunications and railroads, competition in network markets and the effect of new goods on economic welfare and their measurement in the CPI.

In 1985, Professor Hausman received the prestigious John Bates Clark Award from the American Economics Association for the most outstanding contributions to the profession by an economist under 40 years of age. He was also awarded the Frisch Medal from the Econometric Society. Professor Hausman has taught at MIT for 30 years and presently holds the position of Director of the MIT Telecommunications Economics Research Program.

Other invited guest speakers include:

- Steve Ennen, President, Centris USA

- Claudio Feijoo, Deputy Director, Research Centre on Applied ICTs, Technical University of Madrid, Spain
- Erik Bohlin, Chalmers University of Technology, Sweden
- Robert Wright, General Manager, Telecommunications Access Pricing and Regulation, Australian Competition & Consumer Commission (ACCC)
- Mohsen Hamoudia, Head of Strategic Marketing Large Projects, Orange Business Services
- Iain Little, General Manager, Economic Analysis, Corporate Affairs, Telstra
- Peter Girvan, Executive General Manager, National Test Facility
- John Stanton, CEO, Communications Alliance, Australia
- Jim Wyatt, Head, Digital Economy Branch, Department of Commerce, Western Australia
- David Charles Horton, Government Business Team Leader, NCS (International) Australia
- Christian Dippon, Vice President, Communications Networks and Media Group Head, NERA Economic Consulting, USA
- George Beckett, Deputy Director, iVEC, Australia
- Hyeonmo Ku, Executive Vice President, KT, Korea
- Petrus Potgieter, University of South Africa
- Suphat Suphachalasai, Thammasat University, Thailand
- Stephen Tingay, Director, Curtin Institute of Radio Astronomy, Curtin University
- Kim Flintoff, eLearning Advisor, Curtin University

The Conference program itself will cover four major sub-themes:

1. Wireless Communications and NGN Technology
2. Broadband Networks
3. Platforms and Services
4. Emerging Markets

Topics within these sub-themes include managing congested networks, spectrum auctions and reverse pricing, unbundling the local loop in Asia, NGL platform competition, future wholesale interconnection arrangements, inter-country and inter-operator standards, national broadband plans, the impact of broadband speeds, open platforms, learning and diffusion networks, cloud computing for development, videogame technologies and the future of interactive entertainment, the role of consumers in policymaking, the networked society, the Internet of things, m-government, and smart and connected communities, among many others.

Select Conference papers will be considered for publication in peer-reviewed journals including *Telecommunications Policy* and *The International Journal of Management and Network Economics*.

For complete program details, as well as information on registration, accommodation, tourism and travel in Perth and surrounding areas, and other

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## Message from the Chair (cont'd)

many years. Supporting Mr. Schmidt in his role as Treasurer will be Dr. Christian Dippon who was elected by the Board to the newly created position of ITS Assistant Treasurer. Dr. Dippon has served on the ITS Board for a number of years, including several as a member of the Finance Committee. He thus comes to his new position with no shortage of experience, not to mention a great deal of energy and enthusiasm. I heartily welcome him to his new role and responsibilities within our organization.

Other changes in the management of ITS arising from the November 18, 2012 Board meeting included the following Committee Chairs who stepped down from their positions after serving lengthy terms: Professor Teodosio Pérez Amaral (Spain) - Conference Committee Chair; Professor Patricia Longstaff (USA) - Marketing and Promotions Committee Chair; and Professor Xu Yan (Hong Kong, China) - Strategic Planning Committee Chair. ITS Board

members appointed to fill these vacant Committee Chair positions included: Professor Hitoshi Mitomo (Japan) - Conference Committee; Professor Yu-li Liu (Taiwan) - Marketing and Promotions Committee; and Professor Andrea Renda (Belgium) - Strategic Planning Committee. To each of the outgoing ITS Committee Chairs I offer my sincerest thanks and hearty commendations for a job well done and to each of the incoming Committee Chairs please allow me to express my appreciation for accepting these new challenges and responsibilities while offering to you my commitment of support in all of your new official endeavours.

Finally, it is my very pleasant task to inform you that after being nominated by the ITS Membership and Nominations Committee, I was elected by the ITS Board of Directors at its November 2012 meeting in Bangkok to serve as ITS Chair for another term of four years. I

am both humbled by, and deeply appreciative of, the support the Board has provided to, and the confidence it has shown in, me and affirm my full commitment to once again serving the interests of our membership to the best of my ability during my third term of office.

As always, I look forward to seeing as many of you as possible in the months ahead at one or more of our upcoming Conferences and to engaging you in discussions on the issues and subjects of greatest interest and concern to the telecommunications and broader ICT industry.

Sincerely,



*Erik Boblin*  
ITS Chair

## Perth Awaits the World for 2013 Africa-Asia-Australasia ITS Regional Conference (cont'd)

essential information for persons interested in attending this Conference, please visit the Conference web site at <http://business.curtin.edu.au/research/conferences/ITS2013/index.cfm>

Please note that there is a very significant **early-bird registration discount** for all participants who complete their registration and payment no later than July 8, 2013.

In addition, please be reminded that a further registration discount is available to all ITS members in good-standing at the time they register. Individuals wishing to become ITS members or to renew lapsed memberships prior to registering for the Conference are invited to visit the ITS web site at [www.itsworld.org](http://www.itsworld.org) and to then click on the tab labeled "ITS Membership".

As further updates on the Conference become available they will be published on the ITS web site and will be announced to ITS members via the ITS-L Listserv.



## 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, ITS members are requested to please keep the Secretariat updated by sending their new coordinates to:

**Don Romaniuk,**  
**ITS Secretariat**  
at [secretariat@itsworld.org](mailto:secretariat@itsworld.org)



# Florence Set for 24th European Regional ITS Conference and 5th ITS Ph.D. Seminar

## 2013 European Regional Conference

Preparations for the 24<sup>th</sup> European Regional ITS Conference to be held October 20-23 in Florence, Italy are now well underway. A Call for Papers (CFP) was issued early in 2013 and, now that the deadline for abstract submission has passed, the Program Committee has begun its task of selecting papers to be presented at the Conference. A Conference web site has also been created (see, <http://www.itseurope.org/index.html>) and is in the process of being populated. Details on registration and accommodation are expected to be available on the web site by June. Invitations are also being issued for keynote speakers. Once confirmed, this information will be posted on the Conference web site.

The Conference is being hosted by the Florence School of Regulation and will convene at the European University Institute.

The theme of the 2013 European Regional Conference is *Technology, Investment and Uncertainty*. Following this theme, the CFP solicited papers and panel sessions addressing the following topics:

- Operator strategies - internationalization, broadband investment, coping with economic uncertainty
- The impact of regulation on operator strategy and investment
- Innovative business models for broadband delivery and mobile applications
- The relationship between telecommunications and economic development
- Investment, innovation and returns on investment
- The relationship between content, equipment producers and infrastructure industries
- The role of government in telecommunication markets

- NGN and NGA policies - their impact on efficiency
- Role of regulation in promoting superfast broadband and Europe's 2020 Agenda
- Experiences on the implementation of the new regulatory framework
- Tools and techniques to investigate regulatory and economic issues
- Spectrum - 4G licensing and launching, shared use
- User roles and social networking
- Technological, economic, regulatory and institutional convergence

The above list is not intended to be comprehensive, and many similar and related subjects are also expected to be covered in the Conference program.

The principal organizers for the Conference are ITS Board members, Jason Whalley (University of Strathclyde, Glasgow) and Brigitte Preissl (German National Library of Economics, Hamburg). The local organizing team includes Pier Luigi Parcu, Carlo Cambini, Paula Gori and Alessandra Caldini, all with the Florence School of Regulation, Robert Schuman Centre, Florence.

Individuals planning to attend this event will almost certainly wish to extend their stay by several days. Florence - the capital city of Tuscany, the home of the Medicis, and the birthplace of the Italian Renaissance - is widely regarded as a "cultural, artistic and architectural gem". From a number of world-class museums, including the incomparable Galleria degli Uffizi, to the legendary Ponte Vecchio and architectural masterpieces such as the Duomo di Firenze, Palazzo Vecchio and Santa Croce and the priceless paintings, sculptures, mosaics, frescoes, and tombs

they house and display, Florence is a veritable treasure trove of things to see and experience for the artistically and culturally inclined. And for Renaissance enthusiasts wishing to see first hand many of the great works of Michelangelo, Donatello, Botticelli and those of many other great sculptors and artists of the period, it may border on heaven itself.

Please be certain to add the 24<sup>th</sup> European Regional ITS Conference to your calendar for 2013. Neither the Conference nor the opportunity to visit Florence this coming October should be missed.

## 5th ITS Ph.D. Seminar

ITS will convene its 5th Ph.D. Seminar on October 23 in Florence, immediately following the closing ceremony for the 2013 European Regional Conference.

No more than 15 graduate students will be accepted to participate in the Ph.D. Seminar based on responses to the Call for Papers that was issued over the ITS-L in early April 2013.

A copy of the Call for Papers can be found at <http://www.itseurope.org/content/5thPhDSeminar.html> as well as on the ITS web site at [www.itsworld.org](http://www.itsworld.org)

Please note that the deadline for the submission of extended abstracts and student CVs is June 15, 2013. Copies should be sent to both Dr. Erik Bohlin at [erik.bohlin@chalmers.se](mailto:erik.bohlin@chalmers.se) and Dr. Brigitte Preissl at [b.preissl@zbw.eu](mailto:b.preissl@zbw.eu).

As with all prior ITS Ph.D. Seminars, the objective of the 2013 Seminar is to

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# ITS 2014 Biennial Conference to be held in Rio de Janeiro, Brazil

ITS is very pleased to announce that its next Biennial Conference will take place in Rio de Janeiro, Brazil from November 30 to December 3, 2014. It will be held at the luxurious 4-star Sheraton Rio Hotel and Resort. The Conference host will be ITS Global Corporate member, TIM Brasil, a Telecom Italia Group subsidiary with 70 million customers and 11 thousand employees.

The 2014 Conference in Rio de Janeiro will mark the second ITS Biennial to be held in South America, the first being the 13<sup>th</sup> Biennial Conference which took place in Buenos Aires, Argentina in 2000.

The theme of the 20<sup>th</sup> ITS Biennial is *The Net and the Internet: Emerging Markets and Policies*.

Although the Call for Papers for the 2014 Biennial Conference has yet to be issued, the preliminary program for the Conference envisions five main tracks:

1. Infrastructure layer (the “net”)
2. Logical and application layers (the “Internet”)
3. Content layer
4. Internet policy and governance
5. Beyond telecoms: the transformational power of IT

As can be seen from above, the proposed Conference program envisions a layered approach to the study and analysis of emerging markets policies in cyberspace. Among the core issues to be addressed are (1) the tradeoffs between encouraging large-scale (and profitable) investment in new infrastructure while facilitating

vigorous competition for the benefit of consumers; (2) optimal approaches not only to “net neutrality”, but to emerging analogues including “search neutrality” and “cloud neutrality”; (3) the sustainability of for-profit content creation, broadcasting and copyright protection in light of evolving new media platforms and new internet business models; (4) future national and international internet governance initiatives; and (5) re-envisioning the role of broadband communications as simultaneously enabling, enhancing and transforming economic, social and political activity and interaction at all levels of society. It is anticipated that a number of similar and equally challenging policy issues directly affecting social welfare, economic growth and development and, increasingly, the very foundations of modern society will also be addressed in the Conference program.



Present plans are to issue the Conference Call for Papers (CPF) late in 2013. The CPF will be issued over the ITS-L and posted on the ITS web site at [www.itsworld.org](http://www.itsworld.org) as soon as it has been finalized. The URL for the Conference web site will also be disseminated to all ITS members as soon as the web site has been built.



## Florence Set for 24th European Regional ITS Conference and 5th ITS Ph.D. Seminar (cont'd)

allow leading academics, industry experts and researchers to share their knowledge and expertise with a select group of graduate students in a highly focused learning environment. As such, the discussion will centre and build upon ideas presented by the student participants, rather than focus on the mere presentation of papers.

Five principal subject areas will be explored through the student papers to be presented at the Seminar:

- Regulation of telecommunications markets
- Challenges of convergence of telecommunications systems and content supply
- Development of telecommunications markets
- Telecommunications and society
- Social media

Access to the Ph.D. Seminar will be free of charge to all participants in the European Regional Conference. Student participants in the Ph.D. Seminar will also be able to attend the main Florence Conference on a complimentary basis.

The Seminar is being organized by ITS and Chalmers University of Technology and will be hosted by the Florence School of Regulation at the European University Institute.

Students successfully completing the Seminar will receive a certificate from Chalmers University.

A selection of papers presented at the Seminar will be encouraged for refereed submission in *Telecommunications Policy*.





# ITS Membership Reaches New Heights

Paid ITS membership has been steadily climbing over the past decade and, for the first time ever, has surpassed 400. In fact, as of early May 2013, fully paid membership is well on its way to 450.

There are many reasons for the growing interest among ICT professionals in joining ITS.

Principally among them are the following:

- Each ITS membership includes an annual subscription to the scholarly journal, *Telecommunications Policy*. The very high quality of the ITS membership journal, together with its frequency of publication (11 issues per year) and home or office delivery in hard copy form, is very popular with members and figures prominently both in the decision to join ITS and, even more so, in the decision to renew.
- ITS members are increasingly relying on the ITS-L Listserv (which reaches some 1300 professionals in the ICT industry worldwide) to disseminate and receive information about ITS and non-ITS conferences, seminars, symposia and other academic and

scientific gatherings of interest to them, as well as for information on relevant employment postings at government, corporate and academic institutions and enterprises, announcements about recently published books and calls for articles to be submitted for publication in special issues of academic journals.

- The very high calibre of the programs, invited guest speakers, and papers presented at ITS Conferences, as well as the frequency of ITS events and the variety in conference locations, all factor prominently in the decision to become an ITS member.
- The significant registration fee discounts offered to ITS members at all Regional Conferences, and the periodic discounts offered to ITS members on new publications, such as the 20% discount available from Springer until May 31, 2013 on the purchase of the textbook, *Broadband Networks, Smart Grids and Climate Change* (see page 11 below) also play a part in attracting new members and retaining existing ones.
- Finally, the ability to apply for or renew a membership online at [www.itsworld.org](http://www.itsworld.org) has had a very

positive impact on membership registrations. From a standing start just a few years ago, online registration now accounts for 40% of all memberships and continues to grow in importance. The single largest source of memberships remains the registration fees at Biennial Conferences (which include a two-year individual membership). However, the relative importance of Biennial Conferences as a source of paid memberships has been declining over time.

## *Interesting Facts about the Composition of ITS*

- ITS members come from 47 different countries and every continent.
- More ITS members come from Asia than any other continent (57%).
- Europe has the second highest number of ITS members (24%).
- Member affiliation is approximately as follows: Academia (44%); Government/Regulatory (30%); Business/Consulting (17%); Students and Other (9%).
- The ratio of male to female members of ITS is approximately 3.5 to 1, with the proportion of female members growing slowly, but steadily, over time.

## News from the ITS Board

### ITS Board Welcomes New Members and Bids Farewell to Several Others

The composition of the ITS Board saw a number of changes in 2012. As reported in the May 2012 issue of *Interconnect*, three new Directors – Dr. Hee-Su Kim (Korea), Dr. Sobee Shinohara (Japan) and Colonel Settapong Malisuwan (Thailand) – were elected to the Board in the first five months of that year, while one Director, Dr. T. Ayhan Beydogan (Turkey), stepped down in May following eight years of service.

In June 2012, Mr. Mario Girasole (Brazil) was elected to the Board as the representative of new ITS Global Corporate member, TIM Brasil.

Dr. Jan Krancke (Germany) was elected in October 2012 to succeed Reinhard Wieck (Germany/USA) as the representative of ITS Global Corporate member, Deutsche Telekom. Mr. Wieck had served for five years as Deutsche Telekom's Board representative before stepping down due to changes in his corporate assignments and responsibilities. Also elected to the Board in October 2012 was Dr. Jason Whalley (Britain).

Mr. Girasole is the first ITS Board member in over a decade from South America and only the second from that continent in ITS history. Even

more important, however, is the fact that Mr. Girasole brings a wealth of talent and expertise to our organization that would be hard to duplicate anywhere. He currently serves as Senior Executive VP for Regulatory, Institutional and Press Relations at TIM Brasil and as Special Advisor for South America to the CEO and Chairman of Telecom



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## News from the ITS Board (cont'd)

### ITS Board Welcomes New Members and Bids Farewell to Several Others

Italia. He is also a member of the Board of Directors of Telebrasil and Febratel, a member of the Telecommunications Board of Directors of the Federation of Industries of São Paulo State (FIESP), an Advisory Board Member of the Italy-Brazil Chamber of Commerce (ITALCAM), a Deliberative Council Member of the Brazilian Institute of Competition Studies (IBRAC) and, until the end of March 2013, was Deputy Chairman of GSMA Latin America – Chief Regulatory Officers Group.

Mr. Girasole joined Telecom Italia Group in 1997. His first assignments were in the areas of Regulation and Pricing. From 2000 to 2003, he worked in Brussels with responsibility for the TIM Group's relations with European Union institutions. During this period he was also appointed Deputy-Chairman of GSM Europe. Moving to Brazil in 2004, he became Public and Economic Affairs Director at Telecom Italia America Latina and a member of the Board of Directors of Entel Bolivia and TIM Participações.

Mr. Girasole holds an LL.M. in International Business Law (Univ. of London), an MA in Contemporary Economic History (Univ. of Rome), an MA in International Trade (ICE, Rome) and a Master's degree in Economics (Luiss Guido Carli, Rome). He has also completed senior executive programs at the Columbia Business School (CSEP 130), the Harvard Kennedy School of Government (IME) and the London Business School.

Dr. Jan Krancke and Dr. Jason Whalley are the two newest ITS Board members.



Dr. Krancke is Vice President, Regulatory Strategy and Economics at Deutsche Telekom. His responsibilities

include developing regulatory strategy and implementing it group-wide, as well as academic relations and economic analysis. His corporate mandate includes the regulatory and political aspects of IP migration, net neutrality, convergence and issues surrounding New Generation Access (NGA) deployment. The economic analysis of the current Euro fiscal and monetary crisis also falls within the scope of his duties. His earlier senior management experience in Deutsche Telekom and T-Mobile International included a significant focus on merger cases, antitrust and regulatory proceedings. Between 2008 and 2010, he was also Vice Chair of the European mobile association GSMA Europe.

Dr. Krancke has published numerous scholarly articles in scientific and academic journals and has a strong background in international trade, monetary policy and competition economics, especially as they apply to the telecommunications, internet and media services industries. He received his Ph.D. from the Kiel Institute of World Economics in 2002.



Dr. Jason Whalley has been a very active member of ITS for a number of years. In particular, he has served on the program committees of numerous ITS Conferences since

1999 and on the organizing committees of several ITS Conferences since 2009. He currently holds the position of Reader, Department of Management Science, University of Strathclyde in Glasgow, Scotland.

Dr. Whalley completed his Ph.D. in 1999 at the University of Strathclyde. Since that time, and especially over the course of the past five years, his

record of scholarly publication has been nothing short of prolific. He has authored or co-authored two scholarly texts, several book chapters, scores of book reviews, numerous scientific articles for publication in refereed journals, dozens of conference papers and numerous other works. He currently serves on the editorial boards of two scholarly journals and is often invited to serve as guest editor for special editions of other academic and scientific journals.

Dr. Whalley's research interests span a broad cross-section of ICT policy issues, especially as they relate to high speed mobile telecommunications. They include industry structure, antitrust law and economics, regulation and public policy and the impact of new technologies on economic development.

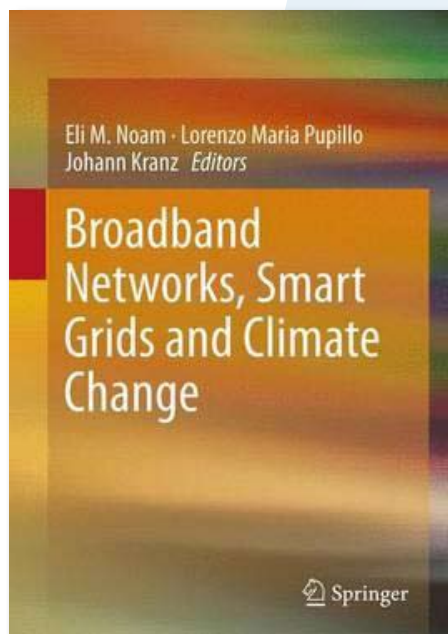
In addition to Mr. Reinhard Wieck (Germany), who left the ITS Board in October 2012, four other long-time Board members advised that they would not be seeking re-election upon the expiry of their terms in November 2012 coincident with the Bangkok Biennial Conference. Retiring from the Board were Professors Hidenori Fuke (Japan), Heikki Hämmäinen (Finland), Ting Jie Lu (China) and Jürgen Müller (Germany).

In personal correspondence with each, ITS Chair, Dr. Erik Bohlin, thanked the retiring members for their many years of dedicated service to ITS and extended to them his fondest and best wishes on behalf of the entire organization. Dr. Bohlin took special care to acknowledge and express his gratitude for Professor Müller's extraordinary record of service to ITS. As one of the architects and founders of ITS, as well as one of its most active members for more than a quarter century, Professor Müller will forever occupy a special place in the hearts and

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# 20% Discount for ITS Members on Purchase of *Broadband Networks, Smart Grids and Climate Change*



Springer is very pleased to announce the publication of a new textbook titled, ***Broadband Networks, Smart Grids and Climate Change***, edited by Professor Eli M. Noam, Columbia University, New York; Dr. Lorenzo M. Pupillo, Telecom Italia, Rome; and Professor Johann Kranz, Ludwig Maximilians University, Munich.

As Dr. Pupillo is a member of the ITS Board of Directors and Dr. Noam is a member of ITS, Springer has very kindly offered a 20% discount off the regular price of this textbook for all members of the International Telecommunications Society.

**This discount is available only until May 31, 2013.**

Below is a summary of this exciting and thought-provoking new textbook:

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## New from M.E. Sharpe

### Strategies for High-Tech Firms

*Marketing, Economic, and Legal Issues*

P.M. Rao, Long Island University, C.W. Post Campus, and Joseph A. Klein, Attorney

February 2013. 248 pp.

Tables, figures, exhibits, boxes, index.

1798-9 Paper \$34.95 | Sharpe e-text: \$20.95

This is the first book to present marketing strategy of high-tech products and services in a legal, economic, and global context. From software to hardware, from pharmaceuticals to digital movies and TV, the authors argue that the understanding of intellectual property rights (IPRs) is essential to devising effective marketing strategies.

The focus of this book differs from a typical strategy text in these ways: it identifies and addresses the unique problems faced by high-tech firms and offers solutions; relevant concepts from economics and law are fully integrated; the authors consider the externalities associated with high-tech firms and explain their relationship to ethical issues, brand name, and reputation; and the book offers numerous insights and examples drawn from the authors' own academic research and high-tech industry experience (including timely topics like the Apple-Samsung trial). Each of the book's eight chapters includes an overview, key terms, and discussion questions.

### Strategies for High-Tech Firms

*Marketing, Economic, and Legal Issues*



P.M. Rao • Joseph A. Klein

#### SELECTED CONTENTS:

- Preface
- 1. Sustaining Competitive Advantage in a High-Tech Environment
- 2. Analytical Tools for Marketing High-Tech
- 3. Pricing Strategies for High-Tech Products and Services
- 4. IP Primer: A Legal Perspective
- 5. Inter-Firm Technology Transfers and Collaboration
- 6. Product and Promotion Strategies in High-Tech Firms
- 7. Externalities and Ethics: The Social Impact of Technology and How High-Tech Firms' Responses May Intertwine with Their Marketing Strategy
- 8. Global Dimensions of High-Tech Firm Strategies: The Case of the Pharmaceutical Industry
- Index
- About the Authors



The eBook is available for purchase/rental from [www.sharpe-e-text.com](http://www.sharpe-e-text.com). Free online examination is also available to instructors for adoption consideration. The eBook will also be available for purchase from B&N, Google, and various other e-bookstores.

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## News from the ITS Board (cont'd)

### ITS Board Welcomes New Members and Bids Farewell to Several Others

minds of his ITS contemporaries. His legacy as an energetic and inspired builder of our organization, especially in its current global manifestation, will not be soon forgotten.

Likewise, Dr. Bohlin conveyed to Professor Fuke his deep

appreciation and gratitude for his 14 years of service on the Board, including several as Chair of the Conference and Seminars Committee. He also highlighted Professor Fuke's many other contributions including the assistance he provided with the

organization and program development of numerous ITS Conferences around the world. Professor Fuke was especially active in the organization of the 18<sup>th</sup> Biennial and ITS Silver Anniversary Conference held in Tokyo in 2010.

## Interconnect

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# Calendar of Events

## ITS Conferences

### 2013

#### August

6<sup>th</sup> Africa-Asia-Australasia  
Regional Conference  
*Meeting Increasing  
Telecommunications Demand –  
Technology, Networks, Business  
Models and Social Needs*

**Perth, Australia**

**August 4-7, 2013**

[http://business.curtin.edu.au/  
research/conferences/TTS2013/](http://business.curtin.edu.au/research/conferences/TTS2013/)

#### October

24<sup>th</sup> European Regional Conference  
*Technology, Investment and  
Uncertainty*

**Florence, Italy**

**October 20-23, 2013**

<http://www.itseurope.org/>

5<sup>th</sup> ITS Ph.D. Seminar

**Florence, Italy**

**October 23-24, 2013**

[http://www.itseurope.org/  
content/5thPhDSeminar.html](http://www.itseurope.org/content/5thPhDSeminar.html)

### 2014

#### November-December

20<sup>th</sup> ITS Biennial Conference

*The Net and the Internet:  
Emerging Markets and Policies*  
**Rio de Janeiro, Brazil**

**November 30 – December 3, 2014**

[www.itsworld.org](http://www.itsworld.org)

### 2013

#### June

Pontificia Universidad Catolica del Peru  
(PUCP), Institut Barcelona d'Estudis  
Internacionals (IBEI) and Governments &  
Markets, Universitat de Barcelona (GIM-UB)

*International Workshop on Assessing  
Universal Service Policies in South America*

**Lima, Peru • June 1, 2013**

[http://www.ibe.org/index.php?option=com\\_content&task=view&id=458&Itemid=192&lang=ca](http://www.ibe.org/index.php?option=com_content&task=view&id=458&Itemid=192&lang=ca)

12<sup>th</sup> International Conference on  
Mobile Business - ICMB 2013

*Mobility – the Invisible Norm*

**Berlin, Germany • June 10-13, 2013**

[http://www.wi-mobile.org/en/icmb/  
icmb2013.html](http://www.wi-mobile.org/en/icmb/icmb2013.html)

International Institute of Forecasters (IIF)  
International Symposium on Forecasting - ISF 2013

*Forecasting with Big Data*

**Seoul, Korea • June 23-26, 2013**

[http://forecasters.org/conferences/  
international-symposium-on-forecasting/](http://forecasters.org/conferences/international-symposium-on-forecasting/)

International Association for Media and  
Communication Research  
IAMCR 2013 Conference

*Crises, 'Creative Destruction' and the  
Global Power and Communication Orders*

**Dublin, Ireland • June 25-29, 2013**

<http://www.iamcr2013dublin.com/>

Agence Nationale des Fréquences (ANFR) Conference

*Spectrum & Innovation: radiofrequencies  
a driver for economic growth*

**Paris, France • June 26-27, 2013**

[http://conference.anfr.fr/?page\\_id=29](http://conference.anfr.fr/?page_id=29)

### 2013

#### August

Center for Communication, Media and  
Information Technologies (CMI)

Ph.D. Summer School on the Political  
Economy of ICT

*The Internet – Institutions and Technologies*

**Skagen, Denmark • August 20-25, 2013**

<http://phdschoolsummer.nordict.aau.dk/>

#### September

Communication Policy Research (CPR): south  
CPRsouth8/ CPRAfrica 2013

*Innovation & Entrepreneurship in  
ICT: Changing Asia / Africa*

**Mysore, India • September 5-7, 2013**

<http://www.cprsouth.org/cprsouth8/>

24<sup>th</sup> Annual IEEE International  
Symposium on Personal, Indoor and  
Mobile Radio Communications (PIMRC)

A Workshop organized in conjunction  
with IEEE-PIMRC'13

*Spectrum Sharing Strategies for  
Wireless Broadband Services*

**London, UK • September 8-11, 2013**

<http://www.ieee-pimrc.org/workshops.html>

8<sup>th</sup> IEEE Conference on Standardisation &  
Innovation in Information Technology (SIIT)  
IEEE – SIIT 2013

**Sophia Antipolis, France • September 24-26, 2013**

<http://ieee-siit.org/>

Columbia Institute for Tele-Information (CITI)

*State of Telecom 2013*

**New York, USA • September 26, 2013**

<http://www8.gsb.columbia.edu/citi/>

### 2013

#### September

41<sup>st</sup> Research Conference on Communication,  
Information and Internet Policy

TPRC41

**Arlington, Virginia, USA •**

**September 27-29, 2013**

[www.tprcweb.com](http://www.tprcweb.com)

#### October

8<sup>th</sup> International Workshop on Internet  
Charging and QoS Technologies

ICQT'13

Associated Workshop of CNSM 2013

[\(http://www.cnsm-conf.org/2013/\)](http://www.cnsm-conf.org/2013/)

**Zurich, Switzerland**

**October 14, 2013**

<http://cosy.cs.univie.ac.at/icqt>

#### November

DigiWorld Summit 2013

*The Digital Gold Mines*

**Montpellier, France**

**November 19-21, 2013**

[http://www.digiworldsummit.  
com/?lang=en](http://www.digiworldsummit.com/?lang=en)

### 2014

#### January

Pacific Telecommunications Council  
(PTC) Conference

*PTC'14—New World, New Strategies*

**Honolulu, HI, USA**

**January 19-22, 2014**

[www.ptc.org](http://www.ptc.org)

Further information on these upcoming Conferences will be posted on the ITS website at [www.itsworld.org](http://www.itsworld.org) as it becomes available



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