

June 30 (Wednesday)

Room A (1A)

30-1-A : [Organized Session 7] The Future of Unbundling in an NGN Environment (9:00-10:30)

Chair: Erik Bohlin

30-1-A -1

Johannes M. Bauer
Michigan State University, USA

30-1-A -2

Martin Cave
University of Warwick, UK

30-1-A -3

Eli Noam
Columbia University, USA

30-1-A -4

Stanford Levin
Southern Illinois University Edwardsville, USA

30-1-A -5

Hitoshi Mitomo
Waseda University, Japan

30-1-A -6

Andrea Renda
Centre For European Policy Studies, Belgium

30-1-A -7

Karl-Heinz Neumann
WIK Scientific Institute for Communication Services, Germany

Room B (1B)

30-1-B : Broadband Policy (9:00-10:30)

Chair: Turgut Ayhan Beydogan

30-1-B -1

Traversing a Wide Brown Land – Proposed Implementation and Regulation of Australia's National Broadband Network
Rebecca Mitchell
Telstra Corporation Ltd, Australia

30-1-B -2

Economic Effects of Integration in Broadband Content Market
Keisuke Takachi¹⁾, Toshiya Jitsuzumi²⁾
¹⁾ Ministry of Internal Affairs and Communications, Japan, ²⁾ Kyushu University, Japan

30-1-B -3

Broadband Policy from the Back Mirror: What Can We Learn from European Experience?
Orada Teppayayon, Erik Bohlin
Chalmers University of Technology, Sweden

30-1-B -4

Developing a National Broadband Plan out of Different Targets and Tools: A Discussion on Situation of Turkey and Implications for Developing Countries
Turgut Ayhan Beydogan¹⁾, Mehmet Bilal Unver²⁾
¹⁾ Information Technologies and Communications Authority of Turkey, Turkey, ²⁾ ICT Expert, Turkey

30-1-B -5 **Learning from Australia's National Broadband Network**

Catherine A. Middleton
Ryerson University, Canada

Room C (2)

30-1-C : Mobile Penetration (9:00-10:30)

Chair: Christian M. Dippon

30-1-C -1 **Who Need More Cell Phone Subscriptions? An Empirical Analysis of the Thai Cellular Market**

Mohammad Tsani Annafari, Pratompong Srinuan
Chalmers University of Technology, Sweden

30-1-C -2 **Mobile Broadband Subscription and Traffic Evolution**

Kjell Stordahl
Telenor Norway, Norway

30-1-C -3 **Comparative Analysis on Diffusion Processes of Cellular Phone in Four Advanced Countries in Mobile Communication**

Mikio Kimura
National Association of Broadcasters in Japan Research Institute, Japan

30-1-C -5 **Is Faster Necessarily Better? Third Generation (3G) Take Up Rates and Its Implications for Next Generations Services**

Christian M. Dippon
NERA Economic Consulting, USA

Room D (3A)

30-1-D : Mobile TV (9:00-10:30)

Chair: Patricia Longstaff

30-1-D -1 **Feasible Regulation Framework and Policies of Mobile TV in Taiwan**

Tsung-Ying Pien, Sz-Jie Sung
National Chengchi University, Taiwan

30-1-D -2 **The Status, Development, and Direction of Korean Mobile TVs – Focusing on DMB and Mobile IPTV**

Sang-Woo Lee, Yongsuk Park, Yoon Han
Yonsei University, Korea

30-1-D -3 **Comparison of Changes in Terrestrial Mobile TV Policies in Korea and Japan: a Perspective from Institutional Economics**

Seungyun Yook
Michigan State University, USA

30-1-D -4 **Exploring the Development of CMMB Mobile Broadcasting TV in China: A Socio-Technical Perspective**

T.C. Trisha Lin
Nanyang Technological University, Singapore

Room E (3B)

30-1-E: Spectrum Management (9:00-10:30)

Chair: Yoko Nishioka

30-1-E -1 **On an Extended Market Mechanism for Spectrum Reallocation**

Hajime Oniki
Institute of Economic Information Research (IEIR), Japan

June 30 (Wednesday)

- 30-1-E -2 **History and Conceptual Development of Spectrum Commons in the USA**
Ard-Paru Nattawut
Chalmers University of Technology, Sweden
- 30-1-E -3 **Reconciling Efficiency and Equity in the Allocation of Spectrum: Lessons from India**
Payal Malik^{1,2)}
¹⁾ LIRNEasia, India, ²⁾ Delhi University, India
- 30-1-E -4 **Spectrum War – The Battle for the Digital Dividend Spectrum**
Anders Henten, Reza Tadayoni
CMI/Aalborg University, Denmark
- 30-1-E -5 **Exclusive Spectrum Rights vs. Spectrum Commons**
Kiyotaka Yuguchi
Sagami Women's University, Japan

Room F (4A)

30-1-F : Impact of Mobile Service (9:00-10:30)

Chair: Haruo Takasaki

- 30-1-F -1 **Investigating the Impact of Mobile Termination Rates (MTRs) on Mobile Penetration and Economic Growth**
Zenzo P Ncube¹⁾, JM Hattingh¹⁾, PH Potgieter²⁾
¹⁾ North-West University, South Africa, ²⁾ University of South Africa, South Africa
- 30-1-F -3 **Comparison of Mobile Internet Usage and Industry Structure: Japan vs. Finland**
Takeshi Kitahara, Antti Riikonen, Heikki Hämmäinen
Helsinki University of Technology, Finland
- 30-1-F -4 **National Regulation, Multinational Firms and Entry Strategies: the European Telecommunications Mobile Industry**
Bertrand Quélin¹⁾, Jean-Philippe Bonardi²⁾, Santiago Urbiztondo³⁾
¹⁾ HEC Paris, France, ²⁾ University of Lausanne, Switzerland, ³⁾ Fundación de Investigaciones Económicas Latinoamericanas (FIEL), Argentina

Room G (4B)

30-1-G : New Technology (9:00-10:30)

Chair: Takanori Ida

- 30-1-G -1 **Investment Opportunities and Barriers for Next-Generation Broadband: a European Comparison**
Tricia Ragoobar, Jason Whalley, David Harle
University of Strathclyde, UK
- 30-1-G -3 **System Dynamic Modeling of Local Area Access Evolution**
Thomas Casey¹⁾, Beyene Abebe²⁾, Antti Sorri³⁾, Heikki Hämmäinen¹⁾
¹⁾ Aalto School of Science and Technology, Finland, ²⁾ Airwide Solutions, Finland, ³⁾ Nokia Oyj, Finland
- 30-1-G -4 **Technical Design of the Internet and the Law: The First Decade**
Sandra Braman
University of Wisconsin-Milwaukee, USA

June 30 (Wednesday)

Plenary Session (11:00-12:30)

Ibuka Hall (ICC)

Theme: Envisioning New Paradigm of Communications

Chair: Masatsugu Tsuji, University of Hyogo, Japan

Presenters

- **Suk-Ho Bang**, Korea Information Society Development Institute, Korea
- **E. Bohlin**, Chalmers University of Technology, Sweden
- **Barbara Cherry**, Indiana University, USA
- **Andrea Renda**, CEPS, Belgium
- **Hidenori Fuke**, Komazawa University, Japan
- **Glenn Woroch**, University of California, Berkeley, USA

Plenary Closing Session (12:30-13:00)

Ibuka Hall (ICC)