



A Seminar on  
***UltraBroadBand :***  
*The next generation of infrastructure  
and applications*



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Paris, April 3 & 4, 2008

## Background

Telecommunications and cable operators, in the US, in Asia and in Europe are deploying or planning to deploy next generation ultrabroadband networks. This requires significant infrastructure investments. Operators are looking for return on these investments, while there are still uncertainties on applications, demand, business models, and policy and regulatory conditions that will make possible such return.

In this seminar, the presentations of actual ultrabroadband applications, explored the technological, economic, strategic, policy and regulatory dimensions of ultrabroadband:

What are the different ultrabroadband strategies across the industrialized world?

What is the role of the regulatory framework and what are the potential policy scenarios?

Which policy will stimulate investment?

What is the impact on the content and related applications on super-fast, super-cheap broadband?

What are the service quality and security issues in the ultrabroadband environment?

What are the drivers of strategies, business models, pricing models and advertising opportunities?

What should be the national ultrabroadband policies? What is the vision of the future from regulatory authorities' point of view?



## Session 1: Applications

[Overview of the situation of ultrabroadband in the world](#), Roland Montagne, Idate

Demonstration of WiBro from KT

[UltraBroadBand Infrastructure and services in the next generation network](#), Toni Ciccardi, Telecom ItaliaGroup.

[3D TV demo by Orange](#)

The role of cable TV in the ultrabroadband future, David Reed, CableLabs

[Which networks for the home services?](#) Martial Bellec & Arnaud Joly, OrangeLabs

## Session 2: Business models

[KT's Business Strategies towards the UBB Era](#), Kae Soo Lee, KT

[Investment models](#), Raul Katz, CITI

[Content business models](#), Eli Noam, CITI

[QoS role in ultrabroadband future models](#), Elias Aravantinos, CITI

[Bundling and scope economies in ultrabroadband](#), Antonin Arlandis, Orange Labs

[Business models based on audience and social network communities](#), Kevin Mellet and Jean-Samuel Beuscart, OrangeLabs

[Pricing models](#), Pasquale Izzo, Telecom Italia Wholesale unit

## Session 3: Strategy and policy models

[Vision of the future from the point of view of a Regulatory Authority](#), Gabrielle Gauthey, ARCEP (TBC)

[Market structure of UBB provision](#), Bob Atkinson, CITI

National Broadband Policy and UBB Strategies, Suk-Gwon Chang, DCR and Hanyang University

[Macroeconomic impacts of technological change](#), Fabrice Collard, IDEI and Patrick Feve IDEI

[UBB Strategies from a Two-Sided Market Perspective](#), Beong-Geel Choi, KT

[Ultrabroadband policies to foster innovative infrastructure sharing](#), Lorenzo Pupillo, Telecom Italia