Telecommunications Seminar Series

Economic Regulation in Telecommunications

16th to 20th October 2006
Oxford, England

This Seminar creates the ideal foundation for people moving into a position dealing with regulatory matters and for companies or governments experiencing the introduction or development of regulation in telecommunications.

GOS Consulting Limited
www.gos-consulting.com
Telecommunications Seminars—People and Knowledge

“Economic Regulation in Telecommunications” is the first in a series of Seminars by GOS Consulting in response to client demand. Each Seminar will be led by senior representatives from GOS Consulting and its partners with current knowledge and experience in each subject area.

Drawing on our experience in delivering workshops and training sessions, the Seminars are designed to provide a rich learning environment. Theory will be combined with real-life examples to provide a context-based understanding. The Seminars will have an emphasis on interaction, offering participants ample opportunity to test their understanding through:

- Practical exercises
- Open discussion groups, and
- Confidential consultations with presenters.

These activities will enable participants to explore particular issues or challenges facing their organisation.

Other Seminars planned for the 2006/07 season include:

- EU Electronic Communications Directives - November/December 2006
- Access & Interconnection - February 2007
- Outsourcing in Telecommunications - April 2007

About GOS Consulting

Founded in 2001, GOS Consulting provides the highest quality advice and assistance in telecommunications.

GOS Consulting is a specialised consultancy company offering pragmatic hands-on assistance, based on deep subject-matter knowledge & experience combined with excellent analytical capabilities and academic credentials.

All our recommendations are based on realistic analyses and in-depth understanding of commercial, financial, technical and operational aspects of telecommunications as well as the economic, legal and public policy issues relevant to the industry.

GOS Consulting services four distinct customer groups:

- Telecom providers
- Governments and regulators
- Investors in telecommunications
- Manufacturers and suppliers

Our experience from working with both sides of most relationships in telecommunications—regulators and regulated; suppliers and telecom providers; interconnecting parties and so on—means that our analysis and advice is balanced and targeted at achieving pragmatic and sustainable solutions.

GOS Consulting has experience in economic regulation in Europe, the Americas, Africa and Asia and can draw on this knowledge base to offer tailored solutions. In particular, the development of regulatory frameworks and access & interconnection tools and agreements is a core competence.

Technological developments have wide-reaching implications across the industry. GOS Consulting offers assistance to all stakeholders to maximise benefits from these developments, including:

- Developing business models and business plans for telecom providers
- Assisting regulators in analysing any regulatory impact of new technology
- Defining new wholesale and regulated interfaces
- Developing pricing and packaging solutions for new services and functionalise, and
- Ensuring continued consumer protection

If you have any questions regarding this seminar or others in the series please email us on seminars@gos-consulting.com or contact:

GOS Consulting Limited, Viewpoint, Basing View, Basingstoke, RG21 4RG, UK.
Tel: +44 (0)1256 799889, Fax: +44 (0)1256 799899.
# Unique Interactive Seminar Format

The GOS Consulting Telecommunications Seminars offer a rich learning experience where formal sessions are blended with interactive practice sections to ensure participants understand and can apply the principles covered in the sessions. Although not stated in every session, most will have interactive components.

Additionally, our expert presenters are available for informal and confidential consultation between sessions and during free time and evenings. This will allow participants to explore the topics covered in their specific local context or discuss a query or issue outside the Seminar scope but of direct relevance to their local market conditions.

## Seminar Programme

### Day 1

<table>
<thead>
<tr>
<th>Introduction to Seminar</th>
<th>Gita Sorensen &amp; Kevin Werry</th>
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<tbody>
<tr>
<td>• Welcome and introduction to Seminar</td>
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<tr>
<td>• Administration and Health &amp; Safety briefing</td>
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<table>
<thead>
<tr>
<th>Participants Introduction &amp; Objective Setting</th>
<th>Gita Sorensen &amp; Kevin Werry</th>
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</thead>
<tbody>
<tr>
<td>• Introduction of participants</td>
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<tr>
<td>• Seminar objective setting</td>
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<tr>
<td>• Discussion of participants’ aims and objectives for attending the Seminar</td>
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<tr>
<td>• Generation of checklist of key issues for participants</td>
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**Economic Principles**  
**David White & Gita Sorensen**  
An introduction into core economic principles  
• Supply and demand curves  
• Price elasticity  
• Economic welfare  
• Monopoly and competitive pricing  
• Market failure

<table>
<thead>
<tr>
<th>World Overview of Telecoms Regulation</th>
<th>Richard Cadman &amp; Gita Sorensen</th>
</tr>
</thead>
<tbody>
<tr>
<td>Is the world converging towards a standard approach to regulating telecommunications? If so, what is that approach?</td>
<td></td>
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</tbody>
</table>
| • Liberalisation and competition  
• Roles & powers of sector regulator  
• Regional regulatory bodies  
• Other trans-national organisations |

**Informal Drinks Reception—Sponsored by Beachcroft LLP**

**Guest Speaker: Regina Finn, CEO Ofwat**  
An overview of the history and principles of economic regulation in network industries and telecommunications in particular

### Day 2

<table>
<thead>
<tr>
<th>Ex-ante and Ex-post Regulation and Remedies</th>
<th>Nathalie Moreno &amp; Gita Sorensen</th>
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</thead>
<tbody>
<tr>
<td>An introduction to competition law and its relationship to using economic regulation to open telecoms markets to competition</td>
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<tr>
<td>• Defining ex-ante and ex-post</td>
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<tr>
<td>• Discussion of examples of how and where ex-ante and ex-post regulation is used and why.</td>
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</tbody>
</table>

<table>
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<tr>
<th>Regulatory Building Blocks</th>
<th>Gita Sorensen &amp; David White</th>
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</thead>
<tbody>
<tr>
<td>An introduction to the main issues faced when applying economic regulation in telecommunications</td>
<td></td>
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</tbody>
</table>
| • Barriers to competition  
• Dominance and asymmetric regulation  
• Interconnection & Access  
• Consumer protection  
• Competition regulation |

**Lunch**

<table>
<thead>
<tr>
<th>Tour of Oxford City</th>
<th>Guided bus tour of the historic city of Oxford</th>
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</thead>
</table>

### Refreshments

<table>
<thead>
<tr>
<th>Dominance and Barriers to Competition</th>
<th>Richard Cadman &amp; David White</th>
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</thead>
<tbody>
<tr>
<td>Discussion of the main barriers to competition in telecommunications</td>
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<tr>
<td>• The use of the dominance principle in applying regulatory controls</td>
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</tbody>
</table>
| • Numbering  
• Customer access  
• Network access |

**Evening: Participants Social Evening with dinner out of hotel.**
Day 3

Interconnection & Access
Gita Sorensen & Kevin Werry
Discussion of the role of Interconnection & Access in telecommunications regulation and of the key regulatory issues faced
- Facilitation of the Any-to-Any principle
- The Reference Interconnection and Access Offer
- Structuring interconnection and access regulation to promote sustainable competition

Consumer Protection
David White & Gita Sorensen
Discussion of where and why a regulator may need to intervene to protect consumer interests, either in the absence of competition or during the development of competition
- Retail price regulation
- Quality and performance guarantees
- Consumer contracts

Lunch

Free Time
This afternoon has been kept free to allow for participants to do their own visiting of Oxford and the surrounding area.

However, participants can remain at the Seminar to attend an Optional Session.

Optional Session — Market and Dominance Analysis
Gita Sorensen & David White
This session will provide an overview of international best practice on how to conduct market analyses to define relevant markets and decide whether operators are dominant in the relevant markets

Evening: Informal Participants Dinner at Hotel

Day 4

Interactive Session
Gita Sorensen & David White
Applying ex-ante and ex-post measures to sample scenarios
- When is ex-ante preferable to ex-post?
- Weighing up short and long term benefits of different regulatory options

Incentives & Enforcement in Economic Regulation
Gita Sorensen & Richard Cadman
This session will discuss different options that regulators have when designing and implementing a regulatory framework, focusing on the balance between using incentives for the dominant operators to comply or the use of penalties to enforce compliance
- Examples of incentive-based regulation
- Fines and other means of enforcing compliance
- Discussion of when different methods are most effective

Lunch

Regulatory Strategies
Gita Sorensen & Richard Cadman
- Service versus infrastructure competition
- Managed versus open competition
- Short term versus longer term benefits
- Cost-benefit analyses of different regulatory strategies

Review of Top Seminar Deliverables
Gita Sorensen & Kevin Werry
In this session we pick up the list of key deliverables created on Day 1. We will summarise the deliverables against each topic and pick any topics not covered to ensure all participants leave the Seminar with answers to their highest priority questions.

Evening: Formal Dinner at Hotel for Participants and Seminar Presenters

Our full range of Telecommunications Training Seminars

- Economic Regulations in Telecommunications
- EU Electronic Communications Directives
- Access & Interconnection
- Outsourcing in Telecommunications
- The Equivalence Concept and its Impact
- Market Liberalisation
- Accounting Separation
- Cost Modelling
- Regulatory Dispute Resolution
- Competitive Retail Pricing & Packaging
- Business Planning and Financial Modelling
- MVNO – Planning and Negotiation
- NGN – Regulatory Impact Assessment
- NGN – Models, Practices, Regulation and Interconnection

All of the above seminars can be made available on a customised basis and held at the client’s premises or, if preferred, at an off-site location.
Day 5

Regulatory Tools & Techniques
Gita Sorensen, Kevin Werry & David White

This session will go through four key areas where sector regulators focus their attention. It will provide practical guidelines for which tools are useful depending on the specific local market and legal framework.

- Creating Licensing Structures
  Evaluating different models including, general authorisations, non-service specific individual licences (unified licensing) and service specific licensing
- Cost modelling
  Outlining different costing methodologies and where they are each most appropriate and cost effective
- Development of Reporting requirements
  Economic regulation relies on the regulator having access to up-to-date market information—here we discuss how to define information requirements on operators to optimise the balance between benefits to the regulator and cost of compliance for the operators
- Regulatory Impact Assessment
  Regulation should only be applied when the benefits derived from the regulation outweigh the costs of imposing the regulation. We discuss tools and methods for accessing the costs and benefits of regulation.

Review & Seminar Close

Seminar Pricing

The price for this Seminar is £2,950 + VAT. The price includes hotel accommodation from Sunday evening 15th October till Friday morning 20th October, full board as detailed in the programme. Travel to and from the hotel, additional nights in the hotel and incidental expenditure at the hotel are not included.

Volume Discounts

A discount is offered for multiple participants from the same organisation, when the booking is made collectively and at the same time. This discount does not apply to any additional nights or incidental hotel expenditure.

Pricing (per participant):
1—2 Participants £2,950 + VAT
3—5 Participants £2,500 + VAT (15% saving)
6+ Participants £2,360 + VAT (20% saving)

Early Booking Discount

Bookings received and paid for in full by 31st August will be subject to an additional 10% discount.

Value Added Tax (VAT)

We are required, by UK law, to charge 17.5% Value Added Tax (VAT). However, the participant’s organisation may be able to reclaim VAT paid on business expenses. We would recommend that organisations wishing to seek a refund investigate the matter before participants attend the seminar. Further details will be provided with the booking confirmation.

Our Venue

The Seminar will be held at the Oxford Spires Four Pillars Hotel which is very close to the city centre of Oxford. Accommodation from Sunday to Thursday night inclusive is included in the Seminar fee. If you require additional nights please email the hotel (sales@four-pillars.co.uk) or phone the hotel on +44 1865 324324 and quote reference 5266. You can visit the hotel’s website at www.four-pillars.co.uk.

The Oxford Spires is a four-star hotel, nestling in 40 acres of Thames-side parkland yet less than half a mile away from the heart of Oxford. It has over 100 hundred luxury bedrooms and its leisure facilities include a swimming pool, fully-equipped gym, sauna and steam room.

About Oxford

Oxford is like no other city in the world. A first glance shows that it is unique, with mellow beauty and architectural elegance crowned by the glory of the dreaming spires. This distinguished flagship of academic excellence is a hotbed of creative energy, a youthful, go-ahead city that feels as good as it looks. Oxford is simply buzzing with chic restaurants, bistro and bars, traditional pubs and attractions and a lively and ever-growing cultural scene that has earned the coveted title of Centre of Culture until 2008. For further details about the City including transport links visit http://www.oxford.gov.uk/tourism/.
Guest Speaker: Regina Finn

Regina Finn is the recently appointed Chief Executive Officer of Ofwat, the water regulator in the UK.

Ms Finn has extensive experience in the regulation of network industries, having served as Head of Market Operations at ComReg (then ODTR) - the telecommunications and postal regulator in Ireland - then created and headed the multi-utility regulator OUR in Guernsey where she served as Director General for more than four years. Most recently, Ms Finn served as commissioner at the energy regulator in Ireland.

Key Seminar Presenters

Gita Sorensen
Managing Director
GOS Consulting Ltd.

Gita Sorensen founded GOS Consulting Limited in 2001. Gita is a highly experienced telecommunications professional specialising in regulation and commercial strategy. Ms Sorensen has worked in telecommunications for more than 17 years where her roles have included: Director of Interconnection; Director of Telephony and Regulation; Commercial Director and Commercial Development Director.

Gita has also served as Vice-chair for the European Telecoms Platform for 2 years.

After 11 years in the telecoms industry, Gita became a consultant. Initially she joined Logica Consulting in 1999 as Partner responsible for strategy and regulation in telecommunications, managing projects and consultants across Europe and beyond.

Kevin Werry
Director
GOS Consulting Ltd.

Kevin Werry is a Chartered Engineer with over 15 years’ experience of working in the telecommunications industry in a variety of countries. He has been a consultant for 6 years and prior to that he held a number of Programme and Project Management roles in BT – including the start-up phases of BT’s operations in The Netherlands and Belgium.

Kevin’s areas of expertise include operational and process reviews, development of interconnection, unbundled local loop and other regulated inter-operator products and processes and technical and operational due diligence. Kevin has advised and assisted operators, regulators and suppliers to the telecommunications industry on a wide range of technical and operational issues.

David White
Consultant
GOS Consulting Ltd.

David has more than 20 years’ experience within the telecommunications and broadcasting sectors. He has worked as a consultant for some 12 years and held senior positions at the UK’s Independent Television Commission working across the full range of regulatory policy and licensing issues affecting commercial television. He has also worked as an expert at the European Commission where he was involved in the introduction of voice liberalisation policy and development projects for Central and Eastern Europe.

David’s areas of expertise are in regulatory policy and financial and economic analysis. This includes policy development and implementation, licence awards, business planning and assessment, financial modelling, competition investigations, investment appraisal, pricing studies and product and service development.
Our Seminar Partners

SPC Network

Strategy and Policy Consultants Network is a strategy, policy and economics consultancy specialising in electronic communications markets. We deliver a return to our clients through exceptional advice on market and policy dynamics utilising a powerful combination of intellectual assets:

- The experience to understand the issues and challenges facing the telecommunications market;
- A network of people and partners with a rigorous approach, developed through advanced academic training, to deliver high quality analysis and advice;
- A set of services covering policy, strategy, regulation and economics and a passion for challenging the status quo.

SPC Network's range of core services is designed to support clients as they address these challenges. These core services include: Strategic Counsel; Policy Impact Analysis; Regulatory Risk Analysis; Policy Positioning Papers; Response document drafting; Complaint support; Econometric analysis; Economic environment analysis.

Beachcroft LLP

Beachcroft LLP is a nationwide UK law firm. With over 130 partners, over 700 fee-earners and more than 1300 staff throughout the UK and overseas, the firm is committed to providing high quality and commercially focused legal services to its diverse client base. The firm’s clients include many Fortune 500 companies and EMEA based multinationals. The firm advises leading UK and international organisations in both the private and public sector on increasingly complex and high value projects. The firm’s depth and breadth of resource and its innovative approach to addressing its clients’ business needs enables the firm to meet the ever-changing demands of its clients.

As a full-service law firm, Beachcroft LLP is able to provide clients with an integrated and international approach to legal services. The firm has a Technology & Commerce Group led by 6 partners. The group acts mostly for large US EMEA multi-nationals and Governments on a range of outsourcing, telecommunications, IT and data protection transactions and provides as well advice on regulatory and competition issues across EMEA. The group has a number of multi-jurisdictional qualified lawyers.
Booking Form

Economic Regulation in Telecommunications
16th—20th October 2006

Company/Organisation: __________________________________________________
Address: ______________________________________________________________
_____________________________________________________________________
Postcode/ZIP Code: __________________ Country: ___________________________
Telephone:___________________________ Fax: _____________________________
Contact Email Address:___________________________________________________

Participants:

1: Name:________________________________Position:_______________________
2: Name:________________________________Position:_______________________
3: Name:________________________________Position:_______________________
4: Name:________________________________Position:_______________________
5: Name:________________________________Position:_______________________
6: Name:________________________________Position:_______________________

Payment Details

Please invoice the company at the above address making the invoice for the attention of:________________________________

Terms and Conditions of Registration

Payment must be made in full 14 days prior to the Seminar. We will refund 50% of payments made for cancellations received by email, fax or post up to 28 days before the start of the Seminar. In cases where cancellation has been made, the course notes and material will be supplied to the participant.

If a participant is unable to attend the Seminar a substitution/name change may be made at any time and must be notified to GOS Consulting via email, fax or post.

The fee for the Seminar includes five nights accommodation in the Seminar hotel, with breakfast and lunch for the duration of the Seminar. Evening meals will be provided from Monday to Thursday evenings inclusive. Participants are responsible for the payment for any extra nights accommodation booked directly with the hotel and all other expenses must be settled directly with the hotel.

It might be necessary for GOS Consulting to change timing, content, venue and speakers of the Seminar from time to time. GOS Consulting will endeavour to contact participants of any required change within reasonable time.

Each participant indemnifies GOS Consulting Ltd. against all costs and damages incurred if the venue or speaker change or the event is cancelled due to an act of terrorism, extreme weather conditions, industrial action or an act of God or any eventuality beyond the control of GOS Consulting Limited.

Participants will receive confirmation of registration upon receipt of payment. Please check the confirmation carefully to ensure that the details are correct. The confirmation will also include further details about the accommodation, its facilities and so on. Conference documentation and other conference information will be given to participants at the Seminar.

We may hold information about participants on a computer database. This will only be used by GOS Consulting. Data will not be passed to third parties, and the data owner will at all times be GOS Consulting Limited.

Please email, fax or post your completed form(s) to:
GOS Consulting Ltd., Viewpoint, Basing View, Basingstoke, Hampshire, RG21 4RG, UK
Fax: +44 1256 799899, Email: seminars@gos-consulting.com