

BRIDGING DIGITAL TECHNOLOGIES AND REGULATORY PARADIGMS

DRAFT PROGRAM

JUNE 27th, FRIDAY

7:30-8:15 **Registration [Lobby]**

8:15-8:30 **Welcoming Remarks [Andersen Auditorium]**
Glenn Woroch, CRTP, University of California, Berkeley
Michael Katz, CTDC, University of California, Berkeley

8:30-10:00 **First Plenary Session [Andersen Auditorium]**
INTEGRATED NETWORKS: IS THE DREAM STILL ALIVE?

Topics: new integrated technologies e.g., low bandwidth video conferencing; successes and failures of integrating voice, video and data; recent regulatory developments especially obstacles to integration; overall assessment of the business case for integrated networks.

Chair: Michael Katz, University of California, Berkeley

Hans-Werner Braun, Internet Architect, Teledesic Corporation
Milo Medin, VP, @Home
David Reed, VP, Strategic Assessment, Cable Laboratories

10:00-10:15 **Break [Lobby]**

10:15-12:15 **Second Plenary Session [Andersen Auditorium]**
**NETWORKS AND BOTTLENECKS: HARDWARE AND SOFTWARE,
COMPUTERS AND TELEPHONY**

Topics: essential facilities in phone networks and computer hardware and software; use and abuse of IPP; monopoly bottlenecks or first mover reward?; policy toward vertical foreclosure in network industries; recent court decisions on open access to network facilities.

Chair: Glenn Woroch, University of California, Berkeley

Richard Gilbert, Department of Economics, University of California, Berkeley
Hank Gutman, Partner, Simpson Thacher & Bartlett
Gary Reback, Senior Partner, Wilson Sonsini Goodrich Rosati
Michael Riordan, Chief Economist, FCC
Carl Shapiro, Haas School of Business, University of California, Berkeley

12:15-1:45 **Lunch [Haas Courtyard]**

Speaker: FCC Commissioner Rachele Chong

1:45-3:30 **Third Plenary Session [Andersen Auditorium]**
WHAT URGENT ISSUES DOES DIGITAL CONVERGENCE RAISE FOR THE TELECOMMUNICATIONS INDUSTRY?

Topics: coping with bypass technologies e.g., internet phone; importance of first mover advantages; legal barriers to convergence; implications of radical technologies for telecom business strategy.

Chair: Hal Varian, University of California, Berkeley

James Canizales, Executive Director, Corporate Strategy, AirTouch Communications

Link Hoewing, Executive Director, Network Services, Bell Atlantic

Peter Huber, Senior Fellow, Manhattan Institute and Partner, Kellogg
Huber Hansen Todd & Evans

Tony Rutkowski, VP Internet Business Development, General Magic

3:30-4:00 **Break**

4:00-5:30 **Fourth Plenary Session [Andersen Auditorium]**
WHAT CAN THE COMPUTER AND TELECOMMUNICATIONS INDUSTRIES LEARN FROM EACH OTHER?

Topics: coping with government regulation, e.g., universal service obligations; alternative means to technical standards; organizational and competitive implications of radical technological change

Chair: Michael Katz, University of California, Berkeley

Moderator: Carl Shapiro, University of California, Berkeley

W. Patrick Campbell, Executive VP, Corporate Strategy and Business Unit Development, Ameritech Corporation

Eric Schmidt, CEO, Novell Corporation

7:00-9:00 **Cash Bar & Dinner [University Art Museum]**

Catered by Sante Fe Grill (Berkeley, CA)

JUNE 28th, SATURDAY

8:30 - 10:15 First Morning Parallel Sessions

I.A COMPETITION, REGULATION AND BROADBAND INFRASTRUCTURE [Cheit C210]

Chair: NICHOLAS ECONOMIDES, New York University

1. “Economies of Scope in the U.S. Telecommunications Industry,” SUMIT MAJUMDAR, University of Michigan (and Rajiv Banker, University of Minnesota and Hsi-Hui Chang, National Chengchi University)
2. “The Evolution of Advanced Large Scale Information Infrastructure in the U.S.,” SHANE GREENSTEIN, University of Illinois (and Pablo Spiller, of California, Berkeley and Mercedes Lizardo, University of Illinois)
3. “Market Structure and Regulation for Broadband Services,” GERRY FAULHABER, University of Pennsylvania (and Christiaan Hogendorn, University of Pennsylvania)
4. “Interconnection Policy and the Future of Conventional Regulation Theory and Practice,” ERIC KODJO RALPH, George Washington University

I.B DEMAND ANALYSIS IN A DIGITAL WORLD [Cheit C125]

Chair: OZ SHY, Stockholm School of Economics

1. “Electronic Substitution in the Household-level Demand for Postal Delivery Services,” FRANK WOLAK, Stanford University
2. “On-line Services and the Growth of Second Lines in the Residential Telephone Market,” TRACY WALDON, FCC (and James Eisner, FCC)
3. “Consumer Demand and Technical Standards Setting: the Case of AM Stereo,” DAVID SOSA, University of California, Davis

I.C THE FUTURE OF DIGITAL BROADCASTING [Cheit C135]

Chair: MICHAEL KATZ, University of California, Berkeley

1. “Regulating Digital Broadcasting from a European Competition Law Perspective,” MARTIN CAVE, Brunel University (and Campbell Cowie and Peter Crowther)
2. “The Political Economy of Multichannel Television in Germany at the Crossroads of Technology, Markets and Regulation,” PHILIPP BRAUN, University of Colorado, Boulder
3. “Open Video Systems: An Evolution of VDT,” ALAIN de FONTENAY, de Fontenay, Savin & Kiss (and Eric de Fontenay, de Fontenay, Savin & Kiss and Lorenzo Pupillo, Telecom Italia)

10:15-10:45 Break

10:45-12:30 Second Morning Parallel Sessions

II.A VERTICAL INTEGRATION AND FORECLOSURE [Cheit C210]

Chair: MICHAEL RIORDAN, FCC and Boston University

1. “Digital Convergence, Competition and Antitrust Law,” OZ SHY, Stockholm School of Economics
2. “The Incentive for Non-price Discrimination by an Input Monopolist,” NICHOLAS ECONOMIDES, New York University
3. “Raising Rivals’ Costs: the Entry of an Upstream Monopolist into Downstream Markets,” DAVID SIBLEY, University of Texas, Austin (and Dennis Weisman, Kansas State University)
4. “Ownership Structures in Vertically Related Markets with Imperfect Regulation,” ANDREA ROSSINI, Politecnico di Milano (and Massimo Colombo, Politecnico di Milano)

II.B NEW STRATEGIES FOR DIGITAL SERVICES [Cheit C125]

Chair: HAL VARIAN, University of California, Berkeley

1. “Statistical Aggregation of Information Goods: New Strategies for the Digital Economy,” ERIK BRYNJOLFSSON, MIT and Stanford University (and Yannis Bakos, University of California, Irvine)
2. “Separate Service Offerings and Infrastructure: Charting the ‘Bearer Services’ Debate,” PETROS KAVASSALIS, Ecole Polytechnique (and Thomas Lee and Joseph Bailey, MIT)
3. “Considerations of the Home Network,” GEORGE ABE, Cisco Systems
4. “Social Carrier Recommendation for Selecting Services in Electronic Telecommunications Markets,” JORN ALTMANN, International Computer Science Institute (and Beat Liver, Swiss Telecom)

II.C INTERNATIONAL EXPERIENCE WITH DIGITAL CONVERGENCE [Cheit C135]

Chair: MICHAEL BORRUS, University of California, Berkeley

1. “Regulatory Policy, Local Competition, and Convergence: Converging or Diverging?” STANFORD LEVIN, Southern Illinois University (and Willie Grieve, Barrister and Solicitor)
2. “Digitalization and Strategic Opportunities: Explorations in the Struggle to Reform Japan's Telecommunications,” ALAIN de FONTENAY, de Fontenay, Savin & Kiss (and Erik Bohlin, Chalmers University)
3. “Internet, Lies and Telephony Convergence: the Regulator Always Rings Twice,” RICHARD CAWLEY, European Commission

12:30 - 2:00 Break (lunch not provided)

2:00 - 4:00 Afternoon Parallel Sessions

III.A BOTTLENECKS AND ACCESS PRICING [Cheit C210]

Chair: JOSEPH FARRELL, University of California, Berkeley

1. "The Deregulation of the Telephone Industry: the Lessons from the U.S. Railroad Deregulation Experience," LAWRENCE WHITE, New York University
2. "Interconnection Pricing, Stranded Costs, and the Optimal Regulatory Contract," STEVEN WILDMAN, Northwestern University
3. "Cyberjam: Internet Congestion of the Telephone Network," DANIEL SPULBER, Northwestern University (and Greg Sidak, American Enterprise Institute)
4. "The Internet, Economic Growth, and Telecommunications Policy," CHARLES FERGUSON, MIT and University of California, Berkeley

III.B ALTERNATIVE ENTRY STRATEGIES [Cheit C125]

Chair: MARTIN CAVE, Brunel University

1. "That Pesky Last Mile: Strategies of Mobile Service Operators to Terminate Calls," ROB FRIEDEN, Pennsylvania State University
2. "Cable and Wireless Alternatives to the Local Telephone Exchange," A. DANIEL KELLEY, Hatfield Associates (and Alan Boyer and David Nugent, Hatfield Associates)
3. "A Case Analysis of Five Failed Mergers in the Mass Media," PATRICIA WHALEN, Michigan State University (and Barry Litman, Michigan State University)
4. "Post Acquisition Strategy and Performance in the International Telecommunications Sector," WILL MITCHELL, University of Michigan (and Laurence Capron, University of Western Ontario)

III.C THE LAW OF (DIGITAL) CONVERGENCE [Cheit C135]

Chair: PAMELA SAMUELSON, University of California, Berkeley

1. "Litigating Regulation: Corporate Strategy in Telecommunications,"
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sity of
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ey
2. "The Incidental, Accidental Deregulation of Data ... and Everything Else," EVAN LEO, Kellogg, Huber, Hansen, Todd & Evans (and Peter Huber, The Manhattan Institute)

3. “Nonproprietary Technologies: A Challenge to the Standard Economics of Intellectual Property,” MARGARET JANE RADIN, Stanford Law (and Erin Sawyer, Stanford Law)
4. “The Future of the Information Society and the Role of Copyright,” PAMELA SAMUELSON, University of California, Berkeley