Telecoms & Tech Academy

COURSE DESCRIPTION

REGULATION IN MODERN TELECOMS

Format:
Classroom

Duration:
2 Days

KNect 365
Learning

an **informa** business

COURSE SUMMARY

HIGHLIGHTS

- **An excellent update on the changing regulatory environment in Telecoms - focusing on the impact of current and evolving regulation on operators, customers and the overall market**

- **Highly focused and in-depth training from the experts - including relevant updates from Ovum's extensive research team**

- **Trainers and programme directors that are experts, industry experienced, and highly accomplished training professionals**

"

"Excellent materials and presenter, the Q&A was very helpful."

RB, ITU

COURSE SUMMARY

Technological and economic realities are moulding the design and impact of telecommunications regulation. This 2-day course is designed to give delegates a good knowledge of telecoms regulation and how regulation shapes technological developments and vice versa.

The course is intended for those working in regulation - those who are highly specialised or those that are relatively new to it; additionally those working in the telecommunications industry that need to understand the importance and power of regulation in the industry and to respond flexibly to the challenges that it presents. The course concentrates the economics of regulation and the challenges posed by next generation technologies. It examines the political, economic and technical principles that lie behind regulation and draws upon the varying needs and experiences of actual regulatory environments around the world. Regulatory strategy and its commercial impact will be considered by examining the development of example national regulatory organisations, along with a regulatory road map.

Delegates will participate in a case study which will lead them through building a regulatory strategy and work plan for an idealised small country and consider how this strategy and work plan will impact the commercial strategies of various market players.

There are no pre-requisites for this course, in particular no understanding of economics is required; however a basic understanding of the telecommunications industry would be an advantage. Delegates should be prepared to tackle an analytical approach to regulation.

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop or be able to:

- Clearly explain why and where regulation may be imposed
- Evaluate the impact of changes that have taken place in regulation in recent years and decades
- Gain a basic mastery of the economics of regulation
- Build a greater appreciation of the distinctive characteristics that affect regulation of networks utilising different technologies
- Identify anti-competitive behaviour and assess the likelihood and impact of regulatory intervention
- Confidence to apply the technical and economic principles of regulatory design to the regulation of telephony and broadband interconnection
- Discuss and clearly articulate the impact on regulation and deregulation of radio-based technologies
- Provide guidance on the allocation and assignment of radio spectrum using the institutional methods by which this is achieved
- List, describe and evaluate the purpose and mechanism of the main regulatory instruments and state when and where they may be applied
- Better assess how a range of regulatory strategies and policies will affect different operators

Book online
telecomstechacademy.com

Book over the phone
+44 (0)20 7017 4144

Book via email
training@telecomstechacademy.com

COURSE CONTENTS

WHY REGULATE?

- Markets and market failure
- The importance of the consumer
- Economic fundamentals: supply and demand; competition and monopoly
- Networks and network effects
- Ensuring "any-to-any" connectivity
- Regulation vs. competition law

REGULATORY INSTITUTIONS AND THE PROCESS OF REGULATION

- The law
- National Regulatory Authorities
- Ex ante market reviews
- Licences
- The EU model

THE MARKET REVIEW PROCESS (1): MARKET DEFINITION

- Market Definition
- What is a market?
- What is a "relevant market"?
- Product and Geographic markets
- The Hypothetical Monopolist Test
- Technological and social challenges to market definitions
- Case study: defining the broadband access market

THE MARKET REVIEW PROCESS (2): MARKET POWER

- Market Power
- What is "market power": EU, US definitions
- How do regulators decide if a firm has market power?
    - Market share
    - Countervailing Buyer Power
    - Other Criteria
- Case study: market power in mobile communications

ABUSE OF A DOMINANT POSITION

- Exclusion and Exploitation
- Anti-competitive practices
    - Price and non-price discrimination
    - Margin squeeze
    - Predatory pricing
    - Refusal to supply
    - Bundling and Tying
- Ensuring you do not abuse a dominant position
- Spotting abuse by others

THE MARKET REVIEW PROCESS (3): THE REGULATOR'S POWER TO IMPOSE REMEDIES

- The Regulator's Power to Impose Remedies
- Powers available to the regulator
- Price controls
- Transparency
- Accounting Separation
- Non-Discrimination
- Access and Local Loop Unbundling
- Functional Separation
- Case study: LLU and separation

COST MODELS

- Benchmarks, FAC and LRIC
- Increment costs, "mark ups" and prices
- "Efficient component pricing rule"
- Price floors and ceilings
- Pricing and investment risk
- Pricing unbundled elements
- Mobile call termination
- Externalities and mobile call termination pricing

REGULATING RADIO SPECTRUM

- Spectrum management
- Spectrum as a resource
- Spectrum policy and planning
- National frequency allocation tables
- Licensing, authorisation and administration regimes
- The economics of radio spectrum
- Spectrum pricing
- Cost recovery
- Administrative incentive pricing
- Auctions

THE REGULATORY FUNCTION

- Whose responsibility?
- Required skills
- Supporting the business
- Relationship with the regulator
- Choosing your battle

COMPLIANCE: COST OR OPPORTUNITY?

- The cost of non-compliance – case study
- Turning compliance from internal policeman to business opportunity
- Building compliance into business decision making
- Understanding which regulation affect your company and which functions within the company

OUR TRAINING SERVICES

TELECOMS & TECH ACADEMY STRUCTURE

Our training programmes are delivered worldwide as part of the training and development plans of many operators, vendors, and service providers. The programmes cover a wide range of competency development requirements.

To ensure we meet the training needs of the industry as effectively as possible, we operate three schools:

School of Telecoms & Tech Business
Business training tailored to the telecoms industry, ranging from the intensive 5-day Telecoms Mini MBA to specialist leadership and marketing training.

School of Advanced Communication Technologies
Covering a multitude of technologies, these courses range from overviews aimed at nontechnical staff to in-depth engineering training.

Distance Leaning
Our comprehensive suite of Distance Learning programmes provide an excellent opportunity to expand knowledge and build confidence.

OUR TRAINERS

We only use trainers and programme directors that satisfy the following three criteria:

- Experts in their field
- High level of Industry Experience
- Expert facilitators and training professionals.

All our trainers have undergone a rigorous election process and are subject to continuous monitoring and evaluation. Each trainer is accredited for specific courses or topic areas. Whether engineers or business experts, all our trainers are required to continue their own development within their specialist areas, and to broaden their Industry view of trends, best practice and technology.

This is achieved by our on-going work with many tier 1 operators and vendors, and by full exposure to Ovum research and KNect 365 TMT worldwide events.

UNIVERSITY ACCREDITATION

Some of our programmes have been accredited by the University of Derby Corporate; a UK-based university highly acclaimed in the area of employer engagement. They are at the forefront of the drive to integrate highly focused industry -led training with the academic rigor and quality control of university-based education. Our comprehensive Advanced Telecoms Management Series have been accredited Post-Graduate Level, with our extensive suite of Distance Learning at Undergraduate Level)

We would be happy to discuss extending accreditation to tailored ATMS or programmes based on our Distance Learning modules. Although accreditation is specific to these programmes, the work we do with the University of Derby enable us to develop and apply best practice across our portfolio.

CUSTOMISED IN-HOUSE TRAINING

Telecoms & Tech Academy has worked with countless companies to deliver customised training programmes. We take time to understand your requirements, you'll work with our specialist training team to ensure that we deliver your perfect training programme for your business.

A customised training programme from Telecoms & Tech Academy ensures you get a course that precisely matches your organisation's needs, presented by a first-rate training organisation, with access to all the latest industry research and analysis.

WHY CHOOSE IN-HOUSE TRAINING FROM TELECOMS & TECH ACADEMY?

- Content can be customised to focus on the issues you want – work with us to develop the training course to match the exact needs.
- Unique industry research – from Ovum's team of industry leading analysts
- Expert trainers – our team of versatile trainers have the knowledge and experience to deliver a highly effective learning experience
- The most efficient way to train your staff – at the time and location to minimise disruption
- Flexible delivery options – with a range of instructor led, distance learning and virtual classroom formats available you can build a blended solution to maximise training effectiveness over the long term
- Pre and post course assessment – can be included in programmes to measure competencies and check on the required progress.

Contact us to discuss how we can build your perfect programme.

www.telecomstechacademy.com

KNect365
Learning
an informa business