Telecoms & Tech Academy

SCHOOL OF TELECOMS & TECH BUSINESS

REGULATION IN THE DIGITAL AGE

Format: Classroom
Duration: 4 Days
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

OUTCOMES & COMPETENCY DEVELOPMENT

Participants will develop or be able to:

• Understand why and where regulation may be imposed
• Have a basic mastery of the economics of regulation
• Explain what happened in specific cases around the world.
• Appreciate the distinctive characteristics that affect regulation of networks utilising different technologies
• Identify anti-competitive behaviour and assess then likelihood of regulatory intervention
• Understand the technical and economic principles of regulatory design including the regulation of telephony and broadband interconnection
• Describe how radio spectrum may be allocated and assigned and the institutional methods by which this may be achieved
• Describe the main regulatory instruments and when and where they may be applied
• Set out simple a regulatory strategy

Identify how 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

## MANAGING COMPETITION (1): MARKET DEFINITION
- Case study: defining the broadband access market in the Netherlands
- What is a market?
- What is a “relevant market”? 
- Product and Geographic markets
- The Hypothetical Monopolist Test
- Technological and social challenges to market definitions: How will NGA affect market definition

## MANAGING COMPETITION (2): MARKET POWER
- Case study: market power in mobile communications: The situation in Greece
- What is “market power”: EU, US definitions
- How do regulators decide if a firm has market power?
- Market share
- Countervailing Buyer Power
- Other Criteria

## ABUSE OF A DOMINANT POSITION
- Exclusion and Exploitation
- Anti-competitive practices
  - Price and non-price discrimination
  - Margin squeeze: the Telefonica case
  - Predatory pricing
  - Refusal to supply
  - Bundling and Tying
- Ensuring you do not abuse a dominant position
- Spotting abuse by others

## MANAGING COMPETITION (3): THE REGULATOR’S POWER TO IMPOSE REMEDIES
- Case study: LLU and functional separation
- Powers available to the regulator
- Why non-discrimination was not sufficient
- Ofcom’s Strategic Review
- Functional Separation and Equivalence of Input
- Quality of Service Regulation

## 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

## DEVELOPING A REGULATORY STRATEGY
- Choosing which battles to fight
- Where is your business in the market?
- What do you want to defend?
- What do you want to gain?
- Who to target?

## PRICE REGULATION
- Why Regulate prices
- Price cap regulation
- Retail Minus
- Price setting by the regulator
- On-net and Off-net Prices

## COST MODELS
- Case Study: Mobile call termination
- 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
-Externalities and mobile call termination pricing
REGULATION OF NEXT GENERATION NETWORKS

- The regulator’s dilemma
- NGN Interconnection
- NGN and media convergence
- Incentivising investment
- NGN’s impact on market definitions

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

BUSINESS SIMULATION

Delegates will take part in a realistic business simulation in which they will be asked to develop a regulatory strategy for a telecommunications operator. Delegates will work in teams and will be expected to apply the skills and techniques learned in the course to respond to a public consultation by the regulatory authority concerning the market review of the broadband market. They will be expected to develop their response based on the market position and objectives of the company in the business simulation.
# COURSE CONTENTS

<table>
<thead>
<tr>
<th>Session</th>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1</td>
<td>Why Regulate?</td>
<td>Managing Competition: Market Definition &amp; Assessing Dominance</td>
<td>Regulation Function &amp; Compliance</td>
<td>Price Regulation</td>
</tr>
<tr>
<td>Session 2</td>
<td>The Digital Challenge to Regulation</td>
<td>Managing Competition: Abuse of a Dominant Position</td>
<td>Regulating Radio spectrum</td>
<td>Cost Models</td>
</tr>
<tr>
<td>Session 3</td>
<td>Regulatory Institutions and processes</td>
<td>Managing Competition: Regulatory Obligations</td>
<td>Business Simulation: Group Work</td>
<td>Business Simulation: Group Work</td>
</tr>
</tbody>
</table>
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 Learning
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.

Univertisy 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.

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.