Telecoms & Tech Academy

SCHOOL OF TELECOMS & TECH BUSINESS

REGULATION IN THE DIGITAL AGE

Format:
Classroom

Duration:
4 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**

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"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 course is designed to give delegates a good knowledge of telecoms regulation and how regulation shapes technological developments and vice versa.

This intensive four-day course is intended for those working in regulation, both those who are highly specialised or 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.

Many of the sessions will be based on case studies to show how regulators apply regulation in real case. 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:

- 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 opera

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

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

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

COURSE CONTENTS

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

Session	Day 1	Day 2	Day 3	Day 4
Session 1	Why Regulate?	Managing Competition: Market Definition & Assessing Dominance	Regulation Function & Compliance	Price Regulation
Session 2	The Digital Challenge to Regulation	Managing Competition: Abuse of a Dominant Position	Regulating Radio spectrum	Cost Models
Session 3	Regulatory Institutions and processes	Managing Competition: Regulatory Obligations	Business Simulation: Group Work	Business Simulation: Group Work
Session 4	Developing a regulatory strategy	Business simulation: Introduction	Business Simulation: Group Work	Business Simulation: presentations

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.

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