

Telecoms & Tech Academy

**SCHOOL OF TELECOMS
& TECH BUSINESS**

REGULATION IN THE DIGITAL AGE

Format:
Classroom

Duration:
5 Days

PART OF
**KNect365
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 course is designed to give delegates a good knowledge of telecoms regulation and how regulation shapes technological developments and vice versa.

This intensive five-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

Book online
telecomstechacademy.com

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

Book via email
training@telecomstechacademy.com

COURSE CONTENTS

Session	Day 1 Introduction	Day 2 Regulating Competition	Day 3 Cost Models and Spectrum	Day 4 Consumer Protection and Future Challenges	Day 5 Business Simulation
Session 1	Introductions	The Market Definition Process	Costs and Cost Models (I)	Consumer Protection	Future Challenges (II): Stimulating Investment in an OTT World
Session 2	Regulatory Institutions and Processes	Market Power, Dominance and Abuse of a Dominant Position	Costs and Cost Models (II)	Future Challenges (I): The Internet of Things	Business Simulation (V)
Session 3	Key Economic Concepts and Theories	Remedies: How Regulators Prevent Abuse of Market Power	Business Simulation (II)	Business Simulation (III)	Presentations
Session 4	The Regulatory Function	Business Simulation: Introduction	Regulating Spectrum	Business Simulation (IV)	

INTRODUCTIONS

- Why regulate?
- What is regulated?
- Who is regulated?

REGULATORY INSTITUTIONS AND PROCESSES

- The law
- National and international regulators
- Key processes

KEY ECONOMIC CONCEPTS AND THEORIES

- Introduction to the economics of regulation and competition
 - Supply and Demand
 - Consumer and Producer Welfare
 - Costs
 - Productive, Allocative and Dynamic Efficiency
 - Network Effects

THE REGULATORY FUNCTION

- How firms organise regulatory teams
- Key skills
- Case Study

THE MARKET DEFINITION PROCESS

- Demand and Supply Substitution
- The Hypothetical Monopolist Test
- Critical Loss Analysis
- **Case study: defining the broadband access market in the Netherlands**

MARKET POWER, DOMINANCE AND ABUSE OF A DOMINANT POSITION

- What is Market Power?
- How Market Power is assessed: the key criteria
- How Market Power can be abused:
 - Exploiting Consumers
 - Excluding Competition

REMEDIES: HOW REGULATORS PREVENT ABUSE OF MARKET POWER

- Regulatory tools to prevent abuse of market power
 - Primary and Secondary remedies
 - Behavioural and structural remedies
- **Case study: functional separation in the UK**

COSTS AND COST MODELS

- Types of cost: Fixed, Variable, Marginal, Incremental
- Different cost models
- Uses of a cost model
- Developing a cost model
- **Case study: Mobile Termination**

COURSE CONTENTS

REGULATING SPECTRUM

- Why regulate spectrum
- Unique challenges
- Approaches to spectrum allocation
- **Case study: Auction design**

CONSUMER PROTECTION

- The role of the consumer in regulation
- Consumer protection laws and regulations
- Universal Service, Number portability and other consumer oriented protections

FUTURE CHALLENGES

- The Internet of Things
- What is the Internet of Things?
- Regulatory challenges
- Spectrum
- Roaming
- Numbering and Naming
- How OTT challenges regulation
- Creating the right incentives for investment

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 TRAINER

DR RICHARD CADMAN

Senior Telecoms Trainer

Richard Cadman, is Director of SPC Network Ltd (www.spcnetwork.eu) a policy and regulatory affairs consultancy specialising in the regulated sectors, especially electronic communications. His work has included market analysis, economic assessment of markets and advising firms on public policy and regulatory developments. He was awarded a PhD from the prestigious Centre for Competition Policy at the University of East Anglia in 2015. The subject of his thesis was remedies for non-price discrimination in the UK broadband market. He also holds an MA in Competition and Regulation Policy and a BA in Politics and Economics

Richard's commercial clients have included incumbent operators, new entrants, start-up businesses, mobile networks and satellite operators. In the public sector, he has worked for local and national governments, independent regulatory authorities and the European Commission. He has worked for clients throughout Europe, the Middle East and the Asia Pacific region. Typical projects that Richard works on for clients include:

- Analysis market definitions as part of a regulator's market review
 - Preparing policy papers to influence national and international policy makers
- Supporting clients in disputes with other market players.

Following a successful career in Marketing with large IT companies – GEISCO, BT and Digital Equipment Company - Richard Cadman became a telecommunications consultant in 1996, originally with Teligen Ltd (formerly Eurodata Foundation and now part of HI Europe) before founding SPC Network in January 2003.

Richard is a regular conference speaker and has had articles published in specialist communications policy journals, notably *Telecommunications Policy*, *InterMedia*, the journal of the International Institute of Communications, and *Info*.

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 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 selection 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 KNet 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.

Telecoms & Tech Academy

**SCHOOL OF TELECOMS
& TECH BUSINESS**



www.telecomstechacademy.com

PART OF
**KNect365
Learning**
an **informa** business