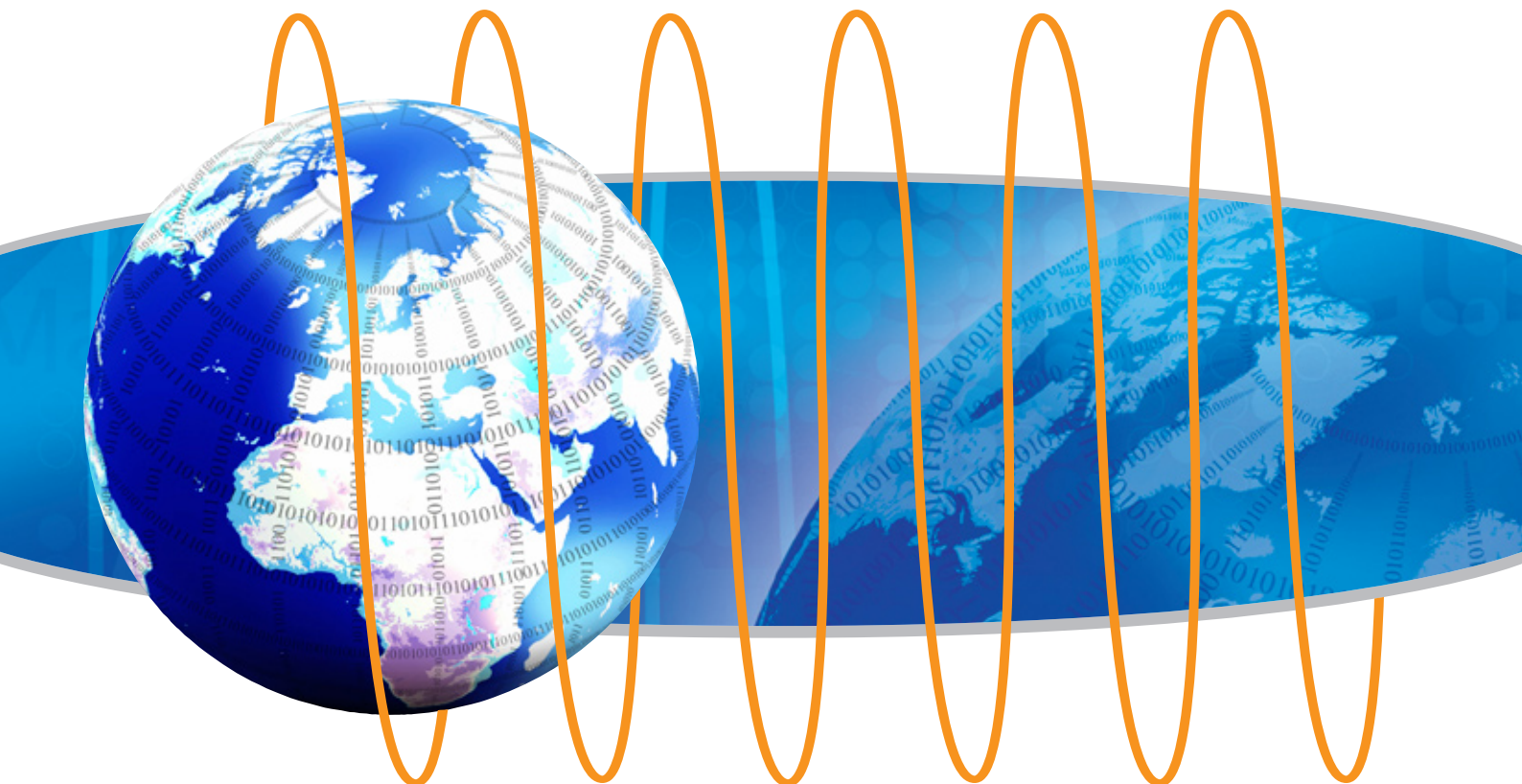


The 6th Annual European Spectrum Management Conference

Where the European and worldwide spectrum communities meet!



14th - 16th June 2011

The Management Centre Europe . Brussels

Speakers Include

Neelie Kroes, European Commissioner for
Digital Agenda, European Commission

Gunnar Hokmark MEP, Rapporteur for Radio
Spectrum Policy Programme, European Parliament

William E Kennard, US Ambassador to the EU,
United States Mission to the EU

Fabio Leite, Deputy Director of
Radiocommunication Bureau, ITU

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The 6th Annual European Spectrum Management Conference 2011

Where the European and worldwide spectrum communities meet!

The European Spectrum Management Conference has an established reputation as the major European event of the year for stakeholders in the field of spectrum management, each year bringing together more than 250 participants.

This year's event will take place during a period of much debate on the Commission's Radio Spectrum Policy Programme (RSPP), which outlines at a strategic level how the use of spectrum can contribute to the most important political objectives of the European Union from 2011 to 2015.

With top-level contributions from all of the main stakeholders at both a policy and industry level, the event will provide an

opportunity to focus on the RSPP in more detail, and discuss the extent to which it will help maintain the EU's continued global competitiveness.

In addition, focus will be given to spectrum auction design and formats, with a look back on approaches used for auctions that have taken place in the last 12 months, and options going forward to help encourage the participation of smaller bidders in auctions, and tackle the problem of low competition.

Finally, the event will look forward to the main issues for discussion ahead of WRC12; and by attempting to map future spectrum supply and demand, aim to ensure that there is enough spectrum to meet future demand.

Day One - 14 June

08.30 - 08.55 Coffee and Registration

Moderator: Gerry Oberst, Partner, Hogan Lovells

Session 1

I. Developing a Spectrum Strategy to ensure the EU's continued global competitiveness

08:55 - 09:00

Introduction from the Conference Rapporteur

Gerard Pogorel, Professor of Economics, Telecom ParisTech (ENST) & Supervisory Board Member (Independent), Open Access-Telecom Italia

09:00 - 09:25

Keynote Presentation – The Radio Spectrum Policy Package: The view from the Commission

Neelie Kroes, European Commissioner for Digital Agenda, European Commission

09:25 - 09:50

Keynote Presentation – The Radio Spectrum Policy Package: The view from the Parliament

Gunnar Hokmark MEP, Rapporteur for Radio Spectrum Policy Programme, European Parliament

09:50 - 10:15

Keynote Presentation – The view from the US

Ambassador William E Kennard, US Ambassador to the EU

10.15 - 10.35 Morning Break

10:15 - 10:35

Keynote Presentation – The view from Asia Pacific: what steps are Asia Pacific countries taking to identify new spectrum for release and how might this differ from Europe?

John Lewis, Chairman of the Spectrum Working Group of the Asia Pacific Telecommunity Wireless Group (AWG) and Editorial Chairman of Asia Pacific Telecommunity Conference Preparatory Group for WRC-12

10:50 - 12:30

Speed Pitch Session - To what extent will the radio spectrum policy programme help to ensure Europe's continued global competitiveness?

Does the EU risk falling behind the US and Asia Pacific regions, and how can policy makers and industry address the potential of this happening?

Each speaker will have 5 minutes to provide their thoughts, which will then be followed by an interactive debate (including the use of delegate voting pads) and question and answer session.

Representative, Qualcomm

Alessandro Casagni, Head of EU Wireless Regulatory Policy in the WEU Wireless Solution, Business Strategy department, Huawei

Alan March, Vice-Chairman, Association of Professional Wireless Production Technology

Cecil Ameil, Senior Manager, Regulatory Affairs, SES

Erzsebet Fitori, Director Regulatory Affairs, ECTA

Hans Borgonjen, Member, Radiocommunication Expert group from the Law Enforcement Working Party

Ross Biggam, Director General, Association of Commercial Television in Europe (tbc)

12.30 - 13.45 Lunch sponsored by

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Session 2

Moderator: Richard Marsden, Vice President, NERA

II. Spectrum auction formats and their impact on bidders and outcomes

Europe is approaching the half way stage of the biggest ever release of radio spectrum for commercial uses, including awards at 800MHz and 2.6GHz, plus refarmed and reclaimed spectrum in other bands. In this session, we explore whether regulators are adopting the right formats and what options there are for tackling low competition.

Contact - Dan Craft / T. +44 (0)2920 783 021 / dan.craft@forum-europe.com

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Are regulators taking enough account of the needs of bidders when they select their auction formats?

Regulators take very varied approaches to current spectrum awards. Some have opted for separate awards for each band and others have opted for combined awards of multiple bands. They have also typically adopted one of two very different auction formats: either a variant of the simultaneous multiple round auction (SMRA), or the combinatorial clock auction (CCA). In this session, we focus on high-level decisions and their impact on bidders.

13:45 - 14:00

Overview of recent auction formats and outcomes

Kris Shields, Head of Spectrum Management, Computech

14:00 - 14:15

CASE STUDY: Why Ofcom developed the CCA format

Graham Louth, Director of Spectrum Markets, Ofcom

14:15 - 14:30

CASE STUDY: The German auction in 2010 and its auction design

Rüdiger Hahn, Head of Department, Legal Aspects of Telecommunications Regulation, Frequency Regulation, BNetzA

14:30 - 14:50

The operator perspective on auction design

We ask two representatives of operators to give their perspective on bidding in recent and forthcoming auctions with different formats

Stephen Lerner, Legal and Regulatory Director, 3 UK

Simon Edkins, Senior Manager, Spectrum Policy & Economic Analysis, Orange Group

14:50 - 15:30 Round table discussion: Are spectrum auctions too complex?

Panellists: All speakers in session

15.50 - 16.15 Afternoon Break

Delegates have the choice of attending one of the following two breakout sessions:

Breakout Session 1:

Competition in spectrum awards

Many recent European auctions have been affected by low participation, with larger incumbents often winning the majority of spectrum. This session will explore the tools available to governments to encourage participation and help smaller bidders, and discuss their affects from an operator perspective.

Moderator: **Richard Marsden**, Vice President, NERA

16:15 - 16:35

Introductory presentation: What tools are available to governments to encourage participation in spectrum awards and/or help smaller bidders?

Dr Maria Maher, Senior Consultant, NERA

16:35 - 17:45

Round table discussion amongst operators

Panellists:

Chris Fonteijn, Chairman, BERC & OPTA (tbc)

Luc Windmolders, Corporate Affairs Director, KPN Group

Karl-Heinz Laudan, Vice President Spectrum Policy, Deutsche Telekom AG

Dennis Ward, Principal, DJ Consulting (tbc)

Breakout Session 2:

Reforming – Who have been the winners and losers to date, and what trends and timings are likely to be seen in the future?

What reforming has taken place to date, and who have been the major winners and losers? How can it be ensured that future reforming is pro-competitive, and what level of competition review is needed?

Moderator: **Martin Cave**, BP Centennial Professor, London School of Economics

16:15 - 16:30

Introductory presentation

Martin Cave, BP Centennial Professor, London School of Economics

16:30 - 17:45

Round table discussion

Eric Fournier, Director of Spectrum Planning and International Affairs, Agence Nationale des Fréquences (ANFR)

Amit Nagpal, Director, Amit Nagpal Consulting Ltd

Frederick De Backer, Manager Regulatory Affairs, Telefonica O2 Europe

Maximiliano Martinhão, General Manager of Certification and Spectrum Management Agencia Nacional de Telecomunicações - ANATEL, Brazil (tbc)

17:45 End of Day 1

17:45 - 19:30 Cocktail Reception sponsored by



Day Two - 15 June

08.30 - 09.00 Morning Coffee

Session 3

III. Mapping future spectrum Supply and Demand: How can it be best ensured that there is enough spectrum to meet future demand?

Moderator: **Lee Sanders**, Partner, Analysys Mason

09:00 - 09:25

Keynote Presentation: Spectrum Supply and Demand – considerations ahead of WRC12

Fabio Leite, Deputy Director of Radiocommunication Bureau, ITU

i. Mapping demand: Picturing future spectrum demand

09:25 - 09:40

Presentation: Mapping emerging needs for spectrum – an operator perspective

Andy Hudson, Head of Spectrum Policy, Vodafone

09:40 - 11:00

Meeting the increasing market needs for wireless broadband

There is currently a large amount of new spectrum coming available for mobile at the moment. Many 2.6GHz awards have been completed, and the first 800MHz award has started. Meanwhile, there are various initiatives around the world on releasing both 700MHz and 800MHz spectrum, in a number of configurations. At the same time, mobile operators are still phasing out GSM, 3G technologies are being upgraded towards HSPA+ and LTE roll-out is underway. Is this current proliferation of bands and technologies the best way to meet increasing demands for spectrum for mobile broadband, and what challenges does it raise? How can knock-on impacts on pricing and performance be minimised? Can technology change and changes in policy on spectrum release be expected to help to alleviate the situation? Is there a need for greater band harmonisation in spectrum allocated for mobile broadband, and how could this be achieved? What spectrum is required to help ensure the development of WiFi and other services offering realistic competition to mobile broadband?

09:40 - 09:50

Introductory Presentation

Catherine Trautmann MEP, Shadow Rapporteur for Radio Spectrum Policy Programme, European Parliament

09:50 - 11:00

Panel Discussion

Chris Woolford, Director of Spectrum and International Policy, Ofcom

William Davies, Vice President, Standards and Licensing Policy, Research in Motion

Catherine Trautmann MEP, Shadow Rapporteur for Radio Spectrum Policy Programme, European Parliament

Lieven Vermaele, Technical Director, EBU

Phillipa Marks, Director, Plum Consulting

Dr Cengiz Evci, Director, European Spectrum Policy, Alcatel-Lucent

11.00 - 11.20 Morning Break

11:20 - 12:30

Panel Discussion: What combination of satellite and terrestrial wireless broadband provides the best approach for meeting the Commission's target of 'broadband for all'?

How much spectrum is needed and in what bands in order to deliver broadband for all, and where do the current shortages in availability lie? What role does wireless broadband have to play, and what spectrum is required by satellite services? Is there a case

for harmonisation of the Ka band? Could subsidy auctions such as those be seen in the US be used in Europe as a method of freeing up the necessary spectrum?

Pearse O'Donohue, Head of Radio Spectrum Policy Unit, European Commission

Kumar Singarajah, Director, Regulatory Affairs & Business Development, Avanti Communications Group plc

Jean-Pierre Bienaimé, Chairman, UMTS Forum

Wiktor Segal, Director, Department of Frequency Resources Management, Office of Electronic Communications, Poland (tbc)

12:30 - 12:50

Providing spectrum for the communications revolution: how can it be ensured that the required spectrum is available to meet the needs of the 'internet of things'?

Lee Sanders, Partner, Analysys Mason

12.50 - 14.00 Lunch

ii. Maximising Supply: What additional spectrum is likely to become available, and how can its efficiency be maximised?

Moderator: Jim Connolly, Senior Spectrum Advisor, ComReg
Rapporteur for the review of spectrum use, RSPG

14:00 - 14:15

Introductory Presentation: Developing the right spectrum policies to meet Europe's needs

Jim Connolly, Senior Spectrum Advisor, ComReg and RSPG
Rapporteur for the review of spectrum use, RSPG

14:15 - 14:30

Whitespace: Maximising the potential

Darrin Mylet, Advisor, Adaptrum

14:30 - 14:45

Case Study: The U.S plans for recovering broadcast spectrum for broadband use

Julius Knapp, Chief, Office of Engineering & Technology, FCC (tbc)

14:45 - 15:00

Technical opportunities in LTE networks to support cooperation and convergence between Broadcasting and Mobile Service

Representative, Ericsson

15:00 - 15:40

General Discussion: How can new and emerging technologies help to increase spectrum supply?

Panellists: All speakers in session

15.40 - 16.00 Afternoon Break

16:00 - 17:10

Can spectrum reserved for public usage (including military spectrum) play a role in helping to provide spectrum to meet future demands for commercial uses?

What public spectrum could potentially be available for commercial use, and how can its usage be maximised? What is the value of military spectrum and of other public spectrum? How can it be ensured that there is enough spectrum kept for national security, defence and essential public services, and that there is no harmful interference or disturbance? Is there a need for regulatory initiatives to provide incentives to more efficient use of public-usage spectrum and to promote its availability for sharing or release?

Moderator: J. Scott Marcus, Director, WIK Consult GmbH

16:00 - 17:15

Panel Discussion

Gerard Lapierre, Radio Spectrum Project Officer, European Defence Agency

John Taylor, Director, General Information, Ministry of Defence, UK (tbc)

Phil Godfrey, Chairman, Tetra Association
Jussi Kähkönen, Director, Technology Policy, Nokia
Representative, European Commission (tbc)

17:15 - 17:30

Wrap-up Session & Conference Summary

Speakers to be confirmed

17:30 End of Conference

The organisers would like to thank the following organisations for their support of this event:

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Post-conference workshop 16th June 2011

This interactive 1/2 day workshop will take place on the morning of 16th June, immediately following on from the main conference. It will explore challenges and approaches to valuing spectrum, and answer questions such as:

What sources of value are created by acquiring spectrum? What scenarios should be considered? What are merits of various valuation approaches? How does valuation relate to bid values and auction budgets? Why is it important to value spectrum from the perspective of competitors?

The workshop will not only be aimed at bidders preparing for auctions, but also regulators designing auctions. A good understanding of potential bidders' valuations is critical when designing an efficient auction.

The workshop will be led by **Lee Sanders, Partner at Analysys Mason**, who has conducted numerous projects throughout Europe to value spectrum, both for bidders and regulators preparing for auctions.

Optional Workshop - 16 June

09:00 - 13:00

Post-conference Workshop:

A Spectrum Valuation Masterclass

All delegates attending the main conference will have the option of also attending this pre-event workshop.

09:00 - 09:30 Coffee & Registration

09:30 - 09:45

Valuation vs. bid values vs. budgets

Discussion of the purpose of spectrum valuation and how it relates to actual bid values and auction budgets

09:45 - 10:15

Sources of spectrum value

Discussion of the benefits that acquiring spectrum might have for a bidder, and how all of these benefits could be captured in a valuation

10:15 - 10:45

Scenarios

How can scenarios and sensitivities be incorporated into the valuation modelling, and on what basis scenarios should they be chosen?

10:45 - 11:00 Coffee & Refreshments

11:00 - 12:00

Various approaches to the modelling

Assessment of the various approaches to modelling spectrum valuation including common problems and pitfalls

12:00 - 12:30

Valuing the impact of licencing conditions

How to approach assessing the impact of conditions such as coverage obligations on the valuation

12:30 - 13:00

Competitor valuation

Why is it important to value spectrum from the perspective of a competitor, and how should this be approached?

13:00 End of Workshop



The 6th Annual European Spectrum Management Conference

14th - 16th June 2011 . The Management Centre Europe, Brussels Fax form to +44 (0) 2920 668 992

Registration Form BLOCK CAPITALS PLEASE

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Job Title:

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I would like to attend: Breakout session 1 Breakout session 2

Delegate 3

Title: First Name: Family Name:

Job Title:

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Please tick the box below if you would also like to attend the post-conference workshop

Post-conference workshop €350

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Early bird registration by the 3rd May, payment must be received by 17th May. Reduced rate open to delegates attending from not-for-profit NGOs and associations. Further discounts are available to academics, political representatives, researchers and students. Please contact us for more details. All prices exclude Belgian VAT @21%

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All delegates will be sent detailed instructions of how to reach the venue prior to the event.

Accommodation

We have negotiated preferential rates with a number of local hotels and will send you details of these on receipt of your completed registration form.

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A full refund will be given on cancellations up to 3rd May subject to a €120 fee to cover administrative costs. After this date refunds are not possible, however substitutions can be made at any time. Payments for early bird registrations must be received by 17th May. If payment is not received by this date, the full price ticket will be invoiced. It may be necessary to alter the proceedings of the event. Forum Europe is not responsible for any fees or costs incurred by registrants in the case of such alterations. In the unlikely instance of the event being cancelled, Forum Europe reserves the right to transfer the booking to another conference to be held within the following 12 months, or alternatively issue a voucher for the same amount to a same sector event to be held within the following 12 months. Should a replacement event not be organised, a full refund will be given. The client hereby indemnifies and holds Forum Europe harmless from and against any and all costs, damages and expenses, including legal fees, which are incurred by the client. The validity and performance of this shall be governed by applicable laws in Wales and England. Personal data is collected in accordance with the data protection act 1998. If you do not wish your details to be passed on to carefully selected parties, please tick here

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