

## IDATE 2005

# Content Industries & Broadband Economics

27<sup>th</sup> IDATE International Conference

22.23.24 November 2005 (Le Corum. Montbellier – France)

IDATE's International Conference has become a key event for all players in the Telecom-Internet-Media sectors.

The 2004 conference, conceived as a truly international platform for discussion and debate, will provide an opportunity to review the key events of 2004 and to look forward to developments over the next years.

### November 22nd

To mark the opening of the International Conference on November 22nd IDATE and its partners are organising a day devoted to specialist seminars: this first day should give participants time to reflect on the issues discussed.

- **Do we need Fiber To the Home? The very high-speed challenge**

Seminar organised in collaboration with FTTH Council Europe and with the support of CDC & Sogetrel.

The goal of this half-day event, organised in collaboration with the FTTH Council Europe and benefiting from the involvement of industry experts and operators, is to examine how various factors are fuelling the revived interest in installing optical systems in access networks: the success of broadband and HDTV's prospects, DSL's limitations and new optical architectures, government initiatives and plans announced by US telcos, the impact of regulation...

- **Broadband for all: From infrastructures to services**

Seminar organised with the support of Altitude Telecom, CDC, France Telecom, Sogetrel and in collaboration with AVICCA.

Two topics will be addressed during this half-day seminar focused on the steps being taken by regions seeking to increase their appeal through services and content: digitisation of administrative procedures through analysis of European best practices, service platforms geared to structuring regional public services, as part of concerted approaches and integrated strategies.

- **4th annual International Video Game Forum: The new deal**

Seminar organised with the support of Montpellier Agglomération, and in collaboration with AFJV, Apom, Capital Games, ISFE, JDLI, Lyon Game, SELL and Tiga.

This 4th edition of the International Forum comes at a time of deep-seated changes: the launch of new consoles, the development of new mobile gaming services, confirmation of the potential of online gaming... While all of these developments are steering the gaming sector to maturity, it is a process marked by technological and industrial shifts.

These shifts require that publishers, in search of critical mass, revise their growth strategies on a regular basis.

- **1st Transatlantic Telecommunications Forum**

**Seminar organised with the support of the IDATE Foundation, and in collaboration with Columbia University, the University Colorado at Boulder, ITS and the COMMUNICATIONS & STRATEGIES Review.**

This seminar will focus on drawing comparisons between the outstanding features of the American and the European telecommunications markets, by examining both industrial issues (growth, merger-acquisitions, disruptive technologies, etc.) and regulatory issues (unbundling, convergence, frequencies, etc.).

- **3G: Ready for take-off?**

**Seminar organised in collaboration with the UMTS Forum.**

This seminar will provide an opportunity to assess the choices that European operators made when launching 3G services. Discussions will focus on likely 2G to 3G migration scenarios, and on the future of broadband UMTS (HSDPA, IMS), notably in terms of competition with other wireless solutions (WiFi, WiMax...).

- **Television 2015: Challenges facing Europe's TV industry**

**Seminar organised in collaboration with Média Club.**

A great many factors of change are now at work in the TV sector (multiplication of TV distribution platforms, TV audience fragmentation, growing competition from the internet, the steady rise of interactive TV, proliferation of VOD and P2P services, mobile TV...). In the long run, the combination of these various factors will undoubtedly lead to new rules and a new environment to which all of the sector's players will need to adapt. This day of discussion and debate will be geared to taking stock of the leading long term challenges that Europe's TV industry will be facing, and to examining several long-term growth scenarios.

- **At "Carrefour des Possibles"**

**Initiated by the FING (New Generation Internet Foundation).**

A meeting of players who are driving technological innovation (economic, social, cultural, public service...) and a presentation of innovative projects.

- **Corporate Telecom Services, core issues**

**Seminar organised in collaboration with the APROGED and the CIGREF.**

This one-day event will be devoted to the core issues that telecom and IT managers, as well as public policy-makers, will be facing this year: VoIP (deployment, obstacles, available offers, new services, etc.), EDM (revived interest, impact of web technologies and latest regulations...) and the expanded enterprise (internationalisation and networking, evolution of information systems, etc.).

## **November 23rd and 24th**

**Two days of debate with senior executives and top experts**

**The growth and value-building strategies being rolled out by fixed and mobile network players and by content industries are increasingly meshed, and so giving rise to an array of questions:**

What will the winning services be in the era of convergence? How to take new consumer habits into account? What will the dominant business models be? What will be the comparative weight of networks, consumer electronics, software, content, etc. in these new services? Do the rules need to change?

As it is every year, these plenary sessions will be structured around a top-flight programme including prominent **keynote speakers**, and a **series of sessions** and **round table** discussions devoted to in depth examination of the Conference's central theme.

- **From selling access to selling services.**

Growing competition is forcing network operators to market services in addition to access, while the increased ubiquity of IP is leading to a host of new options in how the value chain is organised, both on fixed and mobile networks.

- **Multi-Play on Broadband: first lessons and impact on ARPU**
- **3G: What business models for new mobile content services?**

- **From consumer electronics to a digital ecosystem**

Recent times have been marked by the extraordinary popularity of new digital communication products amongst consumers (DVD players, digital cameras, flat screens, MP3 players...)

- **Reshaping the new digital consumer electronics**
- **Understanding new consumer habits**

- **Value Creation, Business Models and Rights Management**

- **Digital rights management: from technical solutions to real issues**
- **New business models and value sharing between the players**

- **The new frontiers of convergence: business strategies and regulating competition**

- **Do telecom operators have a future in television?**
- **From network access to accessing services: questions for regulators**

**Above all, this will be a forum for debate, enabling prominent industry figures and the large number of experts present to exchange opinions and views.**

**These figures will include:**

- Andrew Burke, CEO, **BT entertainment, BT Retail**
- Jean-François CECILLON, Chairman & CEO, **EMI Continental Europe**
- Paul CHAMPSAUR, Chairman, **ARCEP**
- Frank DANGEARD, Chairman & CEO, **THOMSON**
- Pertti JOHANSSON, President Europe, **QUALCOMM**
- Simon KENNY, EVP & General Manager, **Warner Bros International Television Distribution Europe**
- Patricia LANGRAND, Executive Vice President Content Division, **FRANCE TELECOM**
- Jean-Bernard LEVY, CEO, **VIVENDI UNIVERSAL**
- Didier LOMBARD, Chairman & CEO, **FRANCE TELECOM**
- Eli M. NOAM, Director, **Columbia Institute for Tele-Information (CITI) & Professor, Columbia Business School**
- Stefano PARISSA, Director Business & Residential Division, **FASTWEB**
- Gilles PELISSON, CEO, **BOUYGUES TELECOM**
- Philip PLAISANCE, Chairman, **WONDER-PHONE**
- Shane O'NEILL, Chief Strategy Officer UGC EUROPE & President **CHELLOMEDIA**
- Viviane REDING, European Commissioner, (for Information Society & Media), **EUROPEAN COMMISSION**
- Richard SHARP, Vice President, Rich Media, **NOKIA MultiMedia**
- Serge TCHURUK, Chairman & CEO, **ALCATEL**
- Christian VANDERBORGHT, Business Director, **PLATEFORMETV**
- Dennis WELLER, Chief Economist, **VERIZON**
- Dimitri YPSILANTI, Principal Administrator WPTISP, **OCDE**

**... and other representatives from DoCoMo, Sony, NEC, Fujitsu, Softbank, KDDI, ...**

## Conference highlights

- **1,000 delegates expected** to attend,
- This Conference is aimed at Marketing and Strategy Directors working for telecom operators, service companies, media firms and hardware manufacturers, as well as public policy-makers, regional government representatives, academics and financial analysts.

## Related events

- **Contest:** win a one-week trip to Japan... with our partners **Accor** and **Air France**.
- **Demo area:** demonstrations of innovative solutions, as part of our standing exhibit (mobile TV, video games, broadband...)
- **World Mobile TV awards 2005:** first edition of the international prize awarded to mobile TV programmes.
- **COMMUNICATIONS & STRATEGIES:** this year, IDATE will be awarding a prize for the best article published in its review.

## About IDATE

**IDATE** is one of Europe's foremost study and consulting centres, and a specialist in analysing the telecommunications, Internet and audiovisual media industries, providing the following services:

- **Consulting:** operational consulting: market reports and evaluations.
- **DigiWorld:** digital world Observatory, a unique tool for understanding and monitoring the Telecom, Internet and Media sectors, the markets and the players' strategies: market reports, databases, and a strategic monitoring service
- **Forum:** a reputed forum for debate: IDATE's International Conference, the COMMUNICATIONS & STRATEGIES review, IDATE's corporate Foundation, the ENCIP European research network...

Created in 1977, IDATE is based in Montpellier, France. Headed by Francis Lorentz and managed by Yves Gassot, the centre employs a staff of 60 experts, specialised in the telecommunications, networks, Internet and audiovisual sectors. For more than 25 years now, IDATE's International Conference has been a key annual event for people working the ICT and media industries. Held every year in France, it is one of Europe's largest conferences focused on analysis, debate and forecasting.

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**For a complete programme and the latest news on our 27th International conference, along with press passes, reports and press releases, visit us at:**

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