



ITU Regional Capacity Building Programme on Quadplay: Costing and Pricing of Infrastructure Access for Arab region

09-12 July, 2018

Rabat- Morocco

AGENDA

Day-1 9 July 2018	
0830–0900	Registration
0900-0915	OPENING REMARKS <ul style="list-style-type: none">- Eng Mustafa AL Mahdi, ITU Arab Regional Office- INPT (TBC)
0915-0930	COFFEE BREAK AND GROUP PHOTO
0930–1030	SESSION 1: CONVERGENCE: TRENDS, ISSUES AND CHALLENGES <p>Objective: To provide an overview of the trends in the telecommunication and broadcasting industry in an online converged environment, the underlying technology, business and regulatory issues.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Trends in Telecommunications in Arab Region by Eng Mustafa AL Mahdi, ITU Arab Regional Office- ICT Business Environment by Mr David Rogerson, ITU expert
COFFEE BREAK	
1100–1230	SESSION 2: PRICE REGULATION AND COSTING STANDARDS <p>Objective: To examine the circumstances under which regulators seek to determine cost-based prices for services in telecommunications/ICT markets and the basis on which they do so. To provide a high-level overview of the various approaches that may be applied to costing for telecommunications/ICTs services pricing including cost standard (FDC, LRIC, LRIC+, marginal costs, etc.) as well as other relevant methodological decisions (e.g. reference operator, annualisation method, etc.). At the end of the session participants will have a clear idea of the different situations in which the various methodologies might be best applied. It will also look at implications of over-the-top (OTT) services.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Mr Jorge Martínez Morando, Axon Partners Group- Mr David Rogerson, ITU expert
LUNCH BREAK	

1400–1530	<p>SESSION 3: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING NGA NETWORK COST MODEL Objective: A hypothetical but realistic scenario in which an OTT service provider seeks access to an incumbent broadband access network. To assist the negotiations participants have to work with the ITU’s NGA Training Cost Models. In Part A, the scenario is explained and the cost model is introduced, then participants are split into working teams and have to handle the cost model and prepare negotiation positions.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert - Mr Jorge Martínez Morando, Axon Partners Group
COFFEE BREAK	
1545–1700	<p>SESSION 4: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING NGA NETWORK COST MODEL (CONTINUED) Objective: In this second part the negotiations are conducted and decisions reached; learning points are then discussed in plenary session.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert - Mr Jorge Martínez Morando, Axon Partners Group
Day-2 10 July 2018	
0900-1030	<p>SESSION 5: TRENDS IN NGA AND NGN INTERCONNECTION REGULATION Objective: To examine the extent to which regulation of NGNs, including NGA, is necessary and sufficient to achieve national broadband policy goals. To illustrate the main current and emerging issues involved in establishing interconnection charges for NGN through a review of international experience and practice.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert - Mr Jorge Martínez Morando, Axon Partners Group (case study)
COFFEE BREAK	
1100–1230	<p>SESSION 6: PRACTICAL EXERCISE: QUAD PLAY NEGOTIATION Objective: A hypothetical but realistic scenario in which an OTT service provider seeks to negotiate a quad-play offer with non-dominant fixed and mobile operators. In this first part the parties prepare their offers based on defined commercial objectives and business modelling.</p> <p>Speaker:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert
LUNCH BREAK	
1400–1530	<p>SESSION 7: PRACTICAL EXERCISE: QUAD PLAY NEGOTIATION (CONTINUED) Objective: In this second part the negotiations are conducted and presentations made to the industry regulator seeking regulatory approval and/or mediation.</p> <p>Speaker:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert
COFFEE BREAK	

1545–1700	<p>SESSION 8: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING NGN CORE NETWORK COST MODEL.</p> <p>Objective: A hypothetical but realistic scenario in which service providers seek to acquire regulatory approval for a quad-play offer by demonstrating that it is not anti-competitive because it covers all relevant network costs. In this first part the scenario is explained and the ITU NGN training cost model is introduced, the participants split into teams in which they manipulate the cost model and prepare their negotiating positions.</p> <p>Speaker: Mr David Rogerson, ITU expert</p>
Day-3 11 July 2018	
0900–1030	<p>SESSION 9: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING NGN CORE NETWORK COST MODEL.</p> <p>Objective: In this second part participants make their presentations to the regulator, after which lessons are learned in plenary session</p> <p>Speaker: Mr David Rogerson, ITU expert</p>
COFFEE BREAK	
1100–1230	<p>SESSION 10: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING MOBILE NETWORK COST MODEL</p> <p>Objective: A hypothetical but realistic scenario in which a mobile network operator seeks regulatory approval for a quad-play offer by demonstrating that it is not anti-competitive because it covers all relevant network costs. In this first part the scenario is explained and the ITU mobile training cost model is introduced and participants prepare their cases with reference to ITU’s mobile network training cost model.</p> <p>Speaker: Mr David Rogerson, ITU expert</p>
LUNCH BREAK	
1400–1530	<p>SESSION 11: PRACTICAL EXERCISE—QUAD-PLAY COSTING USING MOBILE NETWORK COST MODEL</p> <p>Objective: In this second part participants make their presentations to the regulator, after which lessons are learned in plenary session.</p> <p>Speaker: Mr David Rogerson, ITU expert</p>
COFFEE BREAK	
1545–1700	<p>SESSION 12: IMPACT ON QUADPLAY OF INTERNATIONAL CAPACITY AND SUBMARINE CABLE COSTS</p> <p>Objective: An assessment of how costs and prices are established for international capacity including submarine cables. Specific attention is paid to how quadplay services affect cost volume relationships, and a hypothetical but realistic scenario is used to demonstrate these trends.</p> <p>Speaker: Mr David Rogerson, ITU expert</p>
Day-4 12 July 2018	

0900–1000	<p>SESSION 13: IMPACT ON QUADPLAY OF INTERNATIONAL CAPACITY AND SUBMARINE CABLE COSTS</p> <p>Objective: An assessment of how costs and prices are established for international capacity including submarine cables. Specific attention is paid to how quadplay services affect cost volume relationships, and a hypothetical but realistic scenario is used to demonstrate these trends.</p> <p>Speaker:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert
1000-1030	<p>SESSION 14: PRACTICAL EXERCISE—TYING IT ALL TOGETHER</p> <p>Objective: To integrate the findings of the various cost models to determine the profitability of quad-play and consider the implications for quad-play strategy and regulation. The hypothetical cases used in previous exercises are integrated into a final quad-play business case. In this first part the case is explained and the teams prepared for action.</p> <p>Speaker:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert
COFFEE BREAK	
1100-1200	<p>SESSION 14: PRACTICAL EXERCISE—TYING IT ALL TOGETHER</p> <p>Objective: To integrate the findings of the various cost models to determine the profitability of quad-play and consider the implications for quad-play strategy and regulation. The hypothetical cases used in previous exercises are integrated into a final quad-play business case. Participants will develop the business case for different fixed and mobile operators and then present their business plans, after which lessons are learned in plenary.</p> <p>Speaker:</p> <ul style="list-style-type: none"> - Mr David Rogerson, ITU expert
1200–1230	<p>FINAL QUIZ, WRAP-UP AND CLOSING CEREMONY</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Eng Mustafa AL Mahdi, ITU Arab Regional Office - Mr David Rogerson, ITU expert - Mr Jorge Martínez Morando, Axon Partners Group - INPT (TBC)
END OF WORKSHOP	