



Press Release, 30th October 2006

Shift to Net-based Competition!

28th IDATE International conference

14-15-16 November 2006 - Le Corum, Montpellier (France)

The People's Republic of China, guest country in 2006



Over the past 28 years, IDATE's International Conference has earned its reputation as a cornerstone event for taking stock of the changes at work in the Broadband, Mobile and Media industries. A veritable international platform for debate and discussion, following through on the success of its 2005 edition this year's DigiWorld Summit will once again provide an opportunity to examine those events that marked the year gone by, and those which will constitute the key challenges for the years ahead.

15 & 16 November 2006: Plenary sessions

No longer just one more element to take into account, the internet has now become a central component in the strategies devised by fixed and mobile telcos, TV channels and software companies. This means planning their positioning with respect to the leading portals and internet service providers, deciding on technical options, taking into account the multifarious business models operating on the web, and anticipating the right fit with web users' changing habits (Web 2.0, VoD...).

This 2006 edition will provide an opportunity to debate the assets of the DigiWorld's movers and shakers, the strategic choices they are making in their bid to combine growth and profitability, and to assess the likely impact of investments, concentration and regulation on the marketplace.

Our goal in choosing China as our Guest Country this year is to further our understanding of the driving forces behind such a market and its players, and to take stock of its newfound effervescence in designing innovative services..

The DigiWorld Summit will provide an opportunity to compare the views of top-flight industry representatives and experts on hand, including:

- **Didier BONNET**, Managing Director Telecom, Medias & Entertainment Global Sector, **Capgemini**
- **Jean-François CECILLON**, Chairman & CEO Europe Continental, **EMI**
- **Paul CHAMPSAUR**, Chairman, **ARCEP**
- **Nigel CLIFFORD**, CEO, **Symbian**
- **Hendrik CORNELIS**, Managing Director Global Head Telecom, **ING Bank**
- **Frank DANGEARD**, President & CEO, **Thomson**
- **Nicolas DEMASSIEUX**, Director of European Communications Research, **Motorola**
- **Terry DENSON**, Vice President of Video Programming & Content Marketing & Strategy, **Verizon**
- **Frank ESSER**, PDG, **SFR**
- **Yaoping JIANG**, Vice Minister, Ministry of Information Industry, **China**
- **Lawrence KENNY**, VP Telecom Industry, **IBM Global Business Services**
- **Cheng LIN**, President, **ZTE Corporation Western Europe**
- **François LOOS**, Deputy Minister of Industry, **France**
- **René-Philippe MANTRAND**, Vice president Telecommunications et Médias **Microsoft International**
- **Eli NOAM**, Director CITI, **Columbia University**
- **Christophe PARCOT**, Vice-President Southern Europe & General Manager France, **Yahoo!**



- **Georges PENALVER**, Executive director of the Marketing Strategy Group and Technocentre, **France Télécom**
- **Robert PEPPER**, Senior Managing Director, **Cisco Systems**
- **Riccardo PERISSICH**, Chairman, **Telecom Italia Media**
- **Paul REYNOLDS**, CEO, **BT Wholesale**
- **Patricia RUSSO**, Chairman & CEO, **Lucent Technologies**
- **Gregory SALINGER**, Director Strategy & Operations, Online Services Group International, **Microsoft Corporation**
- **Jacques VEYRAT**, President, **Neuf Cegetel**
- **Hans VESTBERG**, Executive Vice President, **Ericsson Global Services**
- **Yan WANG**, Founder & Vice Chairman, **Sina**
- ...

14 november 2006 : Workshops & Seminars

A host of seminars will kick-off the conference including:

- **5th Video Game Forum : « New dynamics in the video game industry »**

This seminar is supported by AFJV, Apom, Capital Games, ITR Games, ISFE, JDLI, Lyon Game, SELL, Tiga, 3DVF.

The advent of a new internet era is shaping the challenges that lie ahead for the video game industry, bringing with it new forms of massively multiplayer games and community management, digital content transmission and distribution over fixed and mobile platforms, the online potential of serious games and, finally, in-game advertising. The goal of this Forum is to discuss the outstanding events that have marked the industry in recent months, and the challenges that lay ahead.

- **4th Broadband Forum : « High Broadband – Potentials & deployments of radio (WiMax) and fiber »**

This seminar is supported by CDC and FTTH Council Europe

At a time when broadband is synonymous with ADSL in a great many European countries, are new FTTx and WiMAX access technologies condemned to occupying only niche markets or, on the contrary, can they forge themselves a solid position thanks to the distinctive services they enable? What role is WiMAX likely to play when going head to head with 3G in the convergence environment? And, as more and more plans to roll out fibre optic access networks are being announced, does ADSL need to rethink it offers and strategies? The goal of this day of discussion is to examine the strategies being rolled out by fibre optic network operators and WiMAX licence candidates, whether local authorities or private sector players – and to take a look at the outstanding regulatory issues at hand.

- **2nd Mobiles Services Forum : « 3G Evolution – Economy of new services »**

This seminar is supported by UMTS Forum

Now that 3G services have entered into an active commercial phase in Europe, this Forum will provide an opportunity to address the many outstanding questions concerning development prospects, ARPU growth and the number of truly viable operators. This half-day of discussion and debate will also analyze the

HSDPA commercial roll-out process, the development of new BWA technologies, the impact of bundling and fixed-mobile convergence strategies, and seek to pinpoint the keys to ensuring the success of new mobile services.

• **2nd TV Forum: Desperate Networks! TV in the egocasting era**
This seminar is supported by Media Club

The aim of this forum is to become a key annual event for French and European TV industry players. These are heady times for the TV industry: growing use of IPTV, the development of VoD services, the advent of TV services distributed over the web in P2P mode, the growing phenomena of video podcasting and user-generated video content, the inevitable success of PVRs and PC Media Centres, not to mention the upcoming launch of commercial mobile TV offers in Europe using the DVB-H standard... Is television entering into the egocasting era faster than we anticipated? Using the TV sector's medium-term evolution as our guideline, this day devoted to open discussion will provide an opportunity to compare the views of TV's veteran players with those of new entrants and start-ups, many of which are coming to us from the internet and telecom industries.

• **IDATE Foundation Seminar : « Reviewing the Review »**
This seminar is supported by ITS

The current Electronic Communications regulatory framework has been in place for almost three years now and, in a few months' time, the European Commission will be compiling a list of those elements in the current framework that work, and those that need to be altered to take account of the technological and economic changes at play in the electronic communications market. With several months of debate on the Review of the current framework behind us, this seminar will provide an opportunity to:

- Take account of the areas of consensus and conflict which have emerged between the different players involved: the European Commission, NRAs, telcos, manufacturers, analysts and academics;
- Discuss the specificities of the Member States' different national markets, and how best to bring about their harmonisation;
- Focus on certain key issues brought to the fore by the Review including emergent technologies, the implications of next generation networks, the goal of facilities-based competition, the justification for ex ante regulation, etc.

The authors who have contributed to the special issue of IDATE's Communications & Strategies review, devoted to the theme of this seminar, will be invited to present their analyses.

About IDATE

Founded in 1977, IDATE is one of Europe's foremost market analysis and consulting firms, whose mission is to provide assistance in strategic decision-making for its clients in the Telecom, Internet and Media industries. IDATE has also been instrumental in providing a forum for debate amongst the markets' key players, notably thanks to the IDATE Foundation, the DigiWorld Summit and the Communications & Strategies Review.

Consulting - IDATE has established its credibility and independence in conducting consultancy and study assignments on behalf of its clients:

- Benchmarking: evaluation, modelling and forecasts, sector-specific analyses, surveys
- International benchmarking: positioning studies, strategic and competition analyses
- Public policies: public policy definition and assessment, project management, regulatory benchmarking

Research – IDATE'S clients benefit from the knowledge and expertise of its teams of specialists, and from its ongoing investment in its *Digiworld* information and strategic monitoring system – a veritable digital world observatory – along with access to a singular array of market reports, data, analyses and support services:

- Market reports: Atlas, Analysis & Focus Collections
- Quarterly updates: analyses and databases
- Monthly memo service: Executive Notes
- Annual round-up: the DigiWorld Yearbook
- Customised seminars: Strategic Briefing



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Please find more information about the program :

www.digiworldsummit.com

For more information about IDATE's activities :

www.idate.org