



The Business of Co-operation and Competition in future Heterogeneous Mobile Networks

Invitation to a Business Modeling Workshop

The FP6 project Ambient Networks and the Vinnova project “Novel Access Provisioning” invite you to participate in a workshop with a high degree of discussion and interaction.

This full day business workshop is held 5 July 2007 in Budapest, Hungary during the 16th IST Mobile & Wireless Communications Summit. The workshop is free of charge but we kindly ask you to register one week before the workshop (June 28), see below.

This workshop on co-operation and competition aspects will focus on three main themes

- The ***Future Business Landscape*** discussing unbundling of integrated value chains for service provisioning and possible new business roles and market actors
- Different ***types of Co-operation and Competition*** between markets actors including different types of co-operation and business agreements and examples of impact on the traffic load distribution among operators and on the end-user experience
- **Challenges for adoption** of new networking concepts including aspects as migration, adoption by standardization and/or regulation, adoption by end-users and by different types of market actors

90 minutes are allocated for each theme, which will include a number of introductory short presentations (short means 10 -15 minutes). These will provide a background to the problem area to be discussed in each of the theme sessions. For interaction at least 45 minutes are allocated for questions & answers and discussion for each of the themes.

Speakers and facilitators

Ove Strandberg

Nokia Siemens Networks, Finland

Oscar Rietkerk

TNO, The Netherlands

Jan Markendahl

Royal Institute of Technology, Sweden

Registration and Information

Registration:

Please send e-mail before June 28 to
jan.markendahl@radio.kth.se

Workshop fee:

The workshop is free of charge

Information:

Jan Markendahl, jan.markendahl@radio.kth.se



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Agenda

08.30 Registration

09.00 Introduction to the workshop

Background and Challenges
Research topics to be covered and discussed
Format of the workshop

Jan Markendahl (KTH)

Coffee

10.00 Theme 1: The Future Business Landscape

Unbundling of value chains
New business roles and actors
Questions and Discussion

Jan Markendahl (KTH)
Oscar Rietkerk (TNO)
Ove Strandberg (NSN)

Lunch

12.30 Theme 2: Co-operation and Competition

Vertical & horizontal co-operation & agreements
Examples of traffic distribution and End-user experience
Questions and Discussion

Jan Markendahl (KTH)
Ove Strandberg (NSN)
Oscar Rietkerk (TNO)

Coffee

14.30 Theme 3: Challenges for adoption of new networking concepts

Standardization: Example Network Composition
Regulation: Cases Shared Networks & National Roaming
Adoption by End-users and by Business actors
Questions and Discussion

Ove Strandberg (NSN)
Jan Markendahl (KTH)
Oscar Rietkerk (TNO)
Jan Markendahl (KTH)

16.00 Summary of workshop

Findings in summary and conclusions

Oscar Rietkerk (TNO)

16.30 End of workshop