

**HIGH LEVEL INTERNATIONAL CONFERENCE
“ALL FOR BROADBAND - BROADBAND FOR ALL”**

by the National Media and Infocommunications Authority of Hungary (NMHH)

Moderator: Dr. Chris Marsden, University of Essex

- 9.00- 9.10 **OPENING REMARKS** by **Zsolt Nyitrai, Minister of State for Infocommunications, Ministry of National Development**
- 9.10- 9.30 **KEYNOTE SPEECH: Broadband developments in Hungary - the new Hungarian infocommunications strategy**
Annamária Szalai, President of National Media and Infocommunications Authority of Hungary (NMHH)
- 9.30- 9.50 **KEYNOTE SPEECH: How to reach the broadband targets of the Digital Agenda?**
Bernd Langeheine, Director, European Commission DG INFSO
(Topics: NGA recommendation as a key element of the Digital Agenda, tackling the investment risk and risk sharing, access remedies of NRAs; short overview of further Digital Agenda priorities: the European BB strategy and RSPP)
- SESSION 1: THE ROLE OF PUBLIC FINANCE / INTERVENTION IN BROADBAND DEVELOPMENT**
- 9.50-10.10 ***Role of NRAs in broadband development***
Georg Serentschy, Vice- Chair of BEREC
(Topics: national level actions to reduce BB investment costs, roles and practices of NRAs in implementation of the NGA recommendation, NRAs' participation in the elaboration of national broadband plans)
- 10.10- 10.30 ***The National Broadband Plan of the United States***
Mindel De La Torre, Chief, International Bureau, Federal Communications Commission
(Topics: concept of the plan: timing, speed and supported technologies, additional targeted goals in terms of energy and environment features, and spectrum needs, regulatory background)
- 10.30- 10.50 ***Case study of a broadband infrastructure investment project approved by DG COMP***
Vytautas Tvaronavičius, RAIN Project coordinator, Lithuania
(Topics: presentation of the project, current developments, future plans)
- 10.50- 11.05 **COFFEE BREAK**

- 11.05- 11.25 ***Challenges of operators especially in rural and remote areas – how to reach everyone?***
Joachim Haas, Vice-President, Deutsche Telekom
 (Topics: network management and access, competitiveness in grey and white areas, private and public investment strategies, impact of the NGA recommendation)
- 11.25- 11.45 ***How public funding/intervention can stimulate fibre investment, the view of an alternative operator***
Enrico Pietralunga, Network Planning Manager, Fastweb
- 11.45- 12.05 ***Assessing tomorrow's business model to fund next generation access***
Chris Hutchins, Director Public Policy, Liberty Global Europe
 (Topics: cable contribution to the EU digital agenda; infrastructure investment and its effect on broadband penetration and speed; innovation in digital TV and convergence of the consumer video experience; the challenges of cable consolidation)
- 12.05- 12.15 **Questions and Answers related to Session I**
- SESSION 2: THE ROLE OF CONTENT IN BROADBAND DEPLOYMENT**
- 12.15- 12.35 ***Equality requirements of broadband in terms of quality and quantity***
Pastora Valero, Director, Cisco
 (Topics: The need for high quality broadband for content services. Worldwide broadband quality trends.)
- 12.35- 12.55 ***Content and net neutrality***
Andrea Renda, CEPS (Center for European Policy Studies)
 (Topics: relation of traffic and content management, difficulties due to congestions, remedies and tools or NRA's, optic/wireless/cable/satellite BB would serve better?)
- 12.55- 13.15 ***Trends of market shifts due to new type of online services and content***
Jean-Claude Delcroix, Vice-President, Gartner
 (Topics: changes in the BB market due to growing demand for online video, music and gaming services, competition between internet providers)
- 13.15- 14.15 **LUNCH BREAK**
- 14.15- 14.35 ***The EU's place in an online-driven world***
Jean-Jacques Sahel, Director, Skype
 (Topics: Broadband is not the answer for all of the questions, what is important is what can be done with it. In the next generation, converged world, it is obvious that content and services are driving consumer and market developments. Do consumers face problems in accessing certain services and contents in Europe?)
- 14.35- 14.55 ***Role of content in business strategy of an integrated service provider***
Eric Loeb, Vice President, AT&T
 (Topics: How content influences business strategy of an integrated service provider, what are the winner strategies for the internet market in the next 5 years, can telco operators be successful without content strategies?)

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- 14.55- 15.15 **Questions and Answers related to Session II**
- SESSION 3: RADIO SPECTRUM POLICY'S ENABLING ROLE**
- 15.15- 15.35 ***Radio Spectrum Policy Programme for economic growth and social inclusion***
Mike Byrne, Chair of RSPG 2011
 (Topics: general introduction of the RSPG, current status, future expectations, how RSPG can contribute to BB deployment)
- 15.35- 15.55 ***Expected impact of harmonized European spectrum management – Long term vision of Europe***
Pearse O'Donohue, European Commission DG INFSO
 (Topics: Digital Switch over + DD implementation, RSPG, long term plans, beyond 2015)
- 15.55- 16.10 **COFFEE BREAK**
- 16.10- 16.30 ***NRA's role in harmonization and coordination***
Chris Woolford, Director, OFCOM
 (Topics: NRA's future tasks and challenges, spectrum authorization procedures)
- 16.30- 16.55 ***Vision of future services and content enabled by high quality spectrum***
Ingrid Deltenre, Director General, European Broadcasting Union
 (Topics: what development can be expected in case of enabling broadcasters to use high quality frequencies, technological convergence, global competitiveness?)
- 16.55- 17.15 ***Trends of mobile services – need for new services and content***
Christopher Laska, CEO Telenor Hungary
 (Topics: new services, global competitiveness, 800 MHz)
- 17.15- 17.25 **Questions and Answers related to Session III**
- 17.25- 17.35 **CLOSING REMARKS by Gábor Mátrai Vice-President of National Media and Infocommunications Authority of Hungary (NMHH)**
- 19.00 **CONFERENCE DINNER**
- Venue: Museum of Fine Arts, Budapest