

Training Program for National Broadcasting & Telecommunications Commission (NBTC)

Organised by CRESSE

28 - 30 October, 2015

Bangkok, Thailand

Programme Overview

- Principles of Competition Economics (Yannis Katsoulacos) – Duration: 6 hours
- Telecommunications Regulation (Tommaso Valletti) – Duration: 6 hours
- Broadcasting Regulation (Helen Weeds, Nicola Floyd and Jonathan Levy) – Duration: 12 hours.

Total duration of training: 24 hours (over 3 days – see teaching schedule below).

Details of Topics to be Covered

Principles of Competition Economics (6 hours – 3 sessions) – Day 1

- Basic principles in the assessment of market power
- Basic principles in the assessment of abuse of dominance
- Basic principles in the assessment of agreements and mergers

Telecommunications Regulation (6 hours – 3 sessions) – Day 2

- Regulation of telecoms access networks (e.g. “local loop unbundling” and regulation of high-speed access)
- Next generation networks and investments
- Brief examination of mobile termination fees and mobile consolidation
- Net neutrality

- Convergence of telecom and broadcasting
- Bundling
- Spectrum policy
- Recent cases on premium content and access to high speed networks

Broadcasting Regulation (12 hours – 6 sessions) – Day 1 (2 hours), Day 2 (2 hours), Day 3 (8 hours)

Day 1 (session 4): Jonathan Levy

Rationale for Sectoral Regulation, Framework (Goals, Policy Instruments, Specific Choices, Country Examples), Media Mergers from a US perspective, and Regulatory procedures.

Day 2 (session 1): Jonathan Levy

Direct content regulation and introductory discussion of advertising regulation (sponsorship identification and the role of ad regulation in protecting children).

Day 3 (sessions 1 – 4): Helen Weeds and Nicola Floyd

Session 1: (Helen) Public service broadcasting: rationale, development and challenges from digitisation. Listed events.

Session 2 (Nicola) Regulation of access to distribution platforms: Bottlenecks with terrestrial capacity and the ‘trade’ for PSB services; bottlenecks in pay TV and ‘access to eyeballs’ (scale gateways versus all platforms); the role of technology in changing these access issues; regulation of TPS in practice; anti-gaming measures. (first hour)

UK media mergers including both competition and plurality issues, and cross media ownership rules (including the origins of the so called “20/20 rule” with respect to Channel 3 licences). Case studies: Carlton/Granada and the CRR rules, GWR/Capital, BSkyB stake in ITV and NewsCorp/Sky. (second hour)

Session 3 (Helen) The theory of regulation of content access: how content is exclusively used and where you see it. The theory of the value chain.

Session 4 (Nicola) The implementation of access to content in practice with case studies from the UK since the UK has intervened at all levels. This will cover:

- Intervention upstream in the sale of rights: case study of the FAPL auctions and why intervention was necessary, no single buyer rule, creation of complements rather than substitutes, transparency issues, difficulties from prohibitions on joint selling in other jurisdictions
- Intervention at the wholesale level: the WMO: rationale, construction and difficulties in practical implementation (pricing, scope, gaming measures and issues with fast moving technologies)
- Bundling issues: VULA remedy, the complexities of free content in bundles and impact on competition

Teaching Schedule (per day)

Each day contains 4 sessions of 2 academic hours each (so each session lasts about 1 hour and 40 minutes).

Session times (each day):

Sessions 1 and 2: 9:00am – 12:45pm (with coffee break at 10:40am - 11:00am).

Lunch: 12:45 – 14:00

Sessions 3 and 4: 14:00 – 17:45 (with coffee break at 15:40 – 16:40).

Note: in Day 2, there will be a session in the morning and the next 3 sessions will take place from 1pm. onwards.

Coordinator: Yannis Katsoulacos
October, 2015.