



Annual Training 2011 - 12 on Communications & Media Regulation

BLOCK 3 – Internet Economy and Audiovisual Content Delivery

A) GENERAL SUMMARY CHART

Block 1 (35 hours)	Principles of Electronic Communications Technology, Economics and Law	17-21 October 2011
	On-line Tutorial / e-learning	November
Block 2 (22 hours)	Network regulation	1-3 December 2011
	On-line Tutorial / e-learning	January
Block 3 (22 hours)	Internet Economy and Audiovisual Content Delivery	9-11 February 2012
	On-line Tutorial / e-learning	March
Block 4 (22 hours)	Competition Policy in Electronic Communications	19-21 April 2012



B) BLOCK 3 AGENDA

3. INTERNET ECONOMY AND AUDIOVISUAL CONTENT DELIVERY

9-11 FEBRUARY 2012

SUPERVISORS:

MARCO GAMBARO
ANTONIO NICITA
PIER LUIGI PARCU
PEGGY VALCKE

UNIVERSITY OF MILAN
UNIVERSITY OF SIENA
EUROPEAN UNIVERSITY INSTITUTE
K.U. LEUVEN

THURSDAY 9 FEBRUARY: INTERNET ECONOMICS AND POLICIES

9.00 – 10.30	Principles of internet economy and economics I	ERIC BROUSSEAU <i>EUI</i>
10.50 – 12.20	Principles of internet economy and economics II	
14.00 – 15.30	The EU digital agenda: a Member State perspective	WILHELM ESCHWEILER <i>GERMAN FEDERAL MINISTRY OF ECONOMICS AND TECHNOLOGY</i>
15.50 – 16.50	<i>Follow-up on-line activities</i>	PIER LUIGI PARCU <i>FSR – EUI</i>

FRIDAY 10 FEBRUARY: ECONOMIC AND TECHNICAL ISSUES IN INTERNET MANAGEMENT

09.00 – 10.30	Network neutrality, network openness and competition	PIER LUIGI PARCU <i>FSR - EUI</i>
10.50 – 12.20	Copyright and DRM	MAJA CAPPELLO <i>AGCOM</i>
13.45 – 15.15	Exclusion vs. openness strategies on the internet: open source, cloud computing and beyond	ALESSANDRA ROSSI <i>FSR- EUI</i>
15.30 - 16.30	Internet futures: a thought experiment	PIER LUIGI PARCU <i>FSR – EUI</i> ALESSANDRA ROSSI <i>FSR- EUI</i>



SATURDAY 11 FEBRUARY: AUDIOVISUAL MEDIA CONTENT DELIVERY AND MANAGEMENT

9.00 – 10.30	The economics and business models of new forms of AVM content delivery	MARCO GAMBARO <i>UNIVERSITY OF MILAN</i>
10.50-12.20	Online and offline media: Influences and substitution patterns	MARCO GAMBARO <i>UNIVERSITY OF MILAN</i>
13.45-15.15	AVM content regulation on the new platforms	PEGGY VALCKE <i>K.U. LEUVEN</i>
15.15 15.45	Final remarks	PIER LUIGI PARCU <i>FSR - EUI</i>

THURSDAY 9 FEBRUARY	FRIDAY 10 FEBRUARY
<p>09:00 - 10:30 Lecture <i>10:30 - 10:50 COFFEE BREAK</i></p> <p>10:50 – 12:20 Lecture <i>12:20 – 14:00 LUNCH</i></p> <p>14:00 - 15:30 Lecture <i>15:30 – 15:50 COFFEE BREAK</i></p> <p>15:50 – 16:50 Follow-up on on-line activities</p> <p><i>17.00 – WELCOME COCKTAIL</i></p>	<p>09:00 - 10:30 Lecture <i>10:30 - 10:50 COFFEE BREAK</i></p> <p>10:50 - 12:20 Lecture <i>12:20 – 13.45 LUNCH</i></p> <p>13:45 – 15:15 Lecture <i>15.15 – 15:30 COFFEE BREAK & GROUP PICTURE</i></p> <p>15:30 - 16:30 Open debate</p> <p><i>17.00 – GUIDED TOUR AND DINNER</i></p>
SATURDAY 11 FEBRUARY	
<p>09:00 - 10:30 Lecture <i>10:30 - 10:50 COFFEE BREAK</i></p> <p>10:50 - 12:20 Lecture <i>12:20 – 13.45 LUNCH</i></p> <p>13:45 – 15:15 Lecture</p> <p>15:15 – 15:45 Final Remarks</p>	

C) CONFERENCE VENUE:

All BLOCK 3 lectures will be held at:

BADIA FIESOLANA – ROOM “TEATRO”
VIA DE ROCCETTINI, 9 - SAN DOMENICO DI FIESOLE – FIRENZE