



The Digital Agenda Summit

**Towards a Common Goal:
Achieving a Sustainable Internet Model**

3 October 2011 | SQUARE Brussels

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We live in FINANCIAL TIMES®

communications

Agenda

- 08:30 – 09:30** **REGISTRATION AND NETWORKING BREAKFAST**
- 09:30 – 09:40** **WELCOME BY THE CHAIR**
Michael Skapinker, Assistant Editor and Editor, Special Reports,
Financial Times
- 09:40 – 09:55** **FUTURE INTERNET MODELS AND TRENDS**
Dr Jonathan Liebenau, Reader in Technology Management,
London School of Economics
- 09:55 – 10:10** **CHALLENGES AHEAD FOR THE EU TELCO INDUSTRY**
Luigi Gambardella, Executive Board Chairman, *ETNO*
- 10:10 – 10:30** **KEYNOTE PRESENTATION:
ENABLING A SUSTAINABLE DIGITAL SOCIETY**
Neelie Kroes, *European Commissioner for Digital Agenda*
- 10:30 – 11:00** **REFRESHMENTS AND NETWORKING**
- 11:00 – 12:40** **PANEL SESSION I**
Making the Internet more sustainable: How should the current commercial model evolve?
Without the necessary investment in infrastructure, traffic congestion will inhibit innovation and internet usage. This panel session will examine what conditions may attract investment in networks and how more balanced economic incentives may address the current imbalance of economic relationships along the value chain. What are the benefits and drawbacks of potential options to address the current imbalance, such as modifying end-user pricing and introducing new models involving traffic – or quality dependent payments at wholesale level? What form could cooperation between network and services providers and OTT players take? What role can policy makers take in supporting new commercial initiatives?
- César Alierta**, Chairman and CEO, *Telefónica*
Hannes Ametsreiter, CEO, *Telekom Austria Group*
Jon Fredrik Baksaas, President and CEO, *Telenor Group*
Jim Balsillie, Co-CEO, *Research In Motion*
Franco Bernabè, Chairman and CEO, *Telecom Italia*
Jean-Bernard Lévy, CEO, *Vivendi*
Jo Lunder, CEO, *VimpelCom*
Ben Verwaayen, CEO, *Alcatel-Lucent*
Hans Vestberg, President and CEO, *Ericsson*

12:40 – 13:00

THE EUROPEAN DIGITAL AGENDA – A VIEW FROM THE US

William E Kennard, *US Ambassador to the EU*

13:00 – 14:20

NETWORKING LUNCH

14:20 – 15:30

PANEL SESSION II

Enabling a sustainable global digital society: Meeting the demand for services and products

This panel session will look at how telecom service providers are enabling sustainable economic development and social progress whilst also generating new services revenue to help justify their network infrastructure investments. What are the product and service innovations, in the areas of, for example, e-mobility (such as NFC services), e-energy and e-health? What challenges need to be overcome to safeguard future investment in these services and products? To what extent are interoperability, openness, user-friendliness and security critical in making products viable? What other strategies will create new, long-term revenue opportunities? How can policy makers support these innovations to enable a truly sustainable global digital society?

Eelco Blok, CEO, *KPN*

Anne Bouverot, Director General and Member of the Board, *GSMA*

Chris Dediccoat, President, EMEAR, *Cisco*

Gary Epstein, Managing Director and General Counsel, *Aspen Institute International*

Hakam Kanafani, CEO, *Türk Telekom Group*

Stéphane Richard, CEO, *France Telecom (tbc)*

Duco Sickinghe, CEO, *Telenet*

15:30 – 15:50

THE EUROPEAN DIGITAL AGENDA – A VIEW FROM BRAZIL

Paulo Bernardo Silva, Minister of Communications, *Federative Republic of Brazil*

15:50 – 16:00

CHAIR'S FINAL REMARKS

Michael Skapinker, Assistant Editor and Editor, Special Reports, *Financial Times*

16:00 – 16:30

REFRESHMENTS AND NETWORKING

16:30

CLOSE OF SUMMIT