Contributors

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**Morten Falch** is Associate Professor at the Center for Communication Media and Information Technologies (CMI) located at Aalborg University Copenhagen. He holds a Bachelor's degree in Mathematics, a master's degree in Economics and a PhD. His research focuses on socio-economic issues related to information and communication technologies. This includes economic analysis of applications and telecommunication networks and services (e.g. cost analysis of telecom networks), e-government, tele-centres, regulation of the telecom sector (in particular regulation of interconnection), ICT and industry policy, the role of competition in innovation of new services and frequency management. He has participated in many EU-funded research projects in the ICT area. He has also conducted a large number of consultancies for national and international organizations such as ITU, UNCTAD, the World Bank and the National Telecom Agencies in Denmark, Norway and Sweden. Since 1990 Morten Falch has been involved in various research and education projects in Ghana. This includes creation of a master's programme in ICT in collaboration with Ghana Telecom University College.

**Jan Markendahl** is a senior researcher, lecturer and research project manager at Wireless@KTH, Royal Institute of Technology in Stockholm (KTH). He received his MSc degree in Engineering Physics in 1980 and a Licentiate degree in Telecommunication Theory in 1986. Jan is currently working towards a PhD degree in Tele-Economics. Before joining KTH in 2003 he was research manager at the Nokia Networks R&D site in Stockholm. Jan has more than 20 years of experience in business development, consulting and systems research in the telecom and defence industry. His current research focus is techno-economic feasibility analysis of mobile communication systems. Areas of special interest are design of low-cost networks, analysis of business models and configuration of value networks and the impact of service availability, pricing and service offers on customer satisfaction. During the last five years he has co-authored more than 60 conference and journal papers in the area of tele-economics, business modelling and wireless access.
AUTHORS

Theodore R. Alter is Professor of agricultural, environmental, and regional economics and Co-Director of the Center for Economic and Community Development in Penn State’s Department of Agricultural Economics and Rural Sociology. His research and teaching focuses on agricultural economics and policy, development economics, public sector economics, community and regional economics, community and rural development, comparative rural policy, institutional and behavioural economics, resource and environmental economics, and public scholarship and civic engagement in higher education.

Pieter Bailon is Professor in Media Economics and Media Structures at the Free University of Brussels. He is head of the Media, Market and Innovation research group at IBBT-SMIT, which explores the impact of ICT on the media and content industries at large. In addition, he is general manager of IBBT-iLab.o, the lab and expert centre for open innovation in ICT and currently acting Secretary for the European Networks of Living Labs. He specializes in business modelling, open innovation, media economics and the mobile telecommunications industry. He has been involved in numerous national and international R&D projects in this field, working with large industrial and governmental partners, and has published widely on these topics. In 2006–2007, he was the coordinator of the cross issue on business models of the Wireless World Initiative (WWI), that united five Integrated Projects in the EU 6th Framework Programme. From 2000 until 2004 he was senior consultant and team leader at TNO. Pieter Bailon holds degrees in modern history (1990–1995) and in information and library science (1995–1996) and attained a PhD in Communication Sciences cum maxima laude in January of 2009.

Leo Borwick has, with over 20 years’ experience working in a range of strategy roles in the telecoms and Internet industry, proven experience of contributing to and leading major transformation projects and programmes. He has excellent financial and non-financial analysis and modelling skills and experience in applying them to commercial, regulatory and interconnection issues in the telecoms industry. Results-orientated and capable of working under pressure to meet challenging deadlines, he has experience working with clients at director and executive board level. Since becoming a freelance consultant in 2002, Leo has delivered a variety of assignments for telecommunications companies, ISPs and regulators in the UK, Ireland, South East Asia and Africa. Projects have included international benchmarking,
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commercial and cost modelling and negotiations with telecom suppliers, as well as advice on regulatory strategy and drafting consultation responses.

Harry Bouwman is an Associate Professor at Information and Communication Technology Section, Faculty Technology, Policy and Management, Delft University of Technology, Delft, The Netherlands, and Privat Docent, at the Institute for Advanced Management Systems Research, Åbo Akademi University, Turku, Finland. His research is focused on design and analysis of mobile services and service platforms, business models, customer value, mobile eco-systems, and mobile web services. He is the co-editor of Mobile Service Innovation and Business Models and co-developer of the STOF-model. He has published extensively on usage of mobile services, and on mobile business models.

Michael W.P. Fortuanto is a research associate at Penn State’s Center for Economic and Community Development (CECD), and a doctoral student in rural sociology and community economic development. His work deals primarily with the investigation of local and regional systems of entrepreneurship, innovation, and opportunity development, as well as the extension of social theories to understand how locales organize to create more entrepreneurial and competitive rural and small metropolitan regions. Fortuanto has also collaborated on a number of applied research projects and policy documents dealing with local broadband and critical infrastructure development, place-based policy, and sustainable rural and small urban development.

Christos Genakos is a Fellow and Director of Studies in Economics at Selwyn College, Cambridge University. He is also a research economist at the Centre for Economic Performance (CEP) in the London School of Economics and Political Science. He received his PhD in economics from the London Business School. He holds a Master’s degree (MSc) in Economics from the University College London and a Bachelor’s (BSc) in Economics from the National and Kappodistrian University of Athens. His research focuses on Industrial Organization and Applied Microeconomics. His recent work includes the welfare analysis of mergers in the PC industry, examining foreclosure incentives in the PC and server operating systems market, estimation of the waterbed effect in mobile telephony, analysis of competitors’ incentives in multistage tournaments and evaluation of international management practices on over 6000 firms in 16 countries in the Americas, Europe and Asia.
Harald Gruber is head of the ICT and e-Economy division at the Projects Directorate of the European Investment Bank based in Luxembourg. He has published *The Economics of Mobile Telecommunications*, with Cambridge University Press, and a wide range of articles, in particular on the mobile telecommunications sector in refereed journals. He has been Professor at Bocconi University (Milan) for telecommunications economics. He is on the editorial board of *Telecommunications Policy* and *Information Economics and Policy*. Harald Gruber holds a PhD in Economics from the London School of Economics.

Luke van Hooft received a Bachelor of Economics 1st Class Honours and LLB from University of Western Sydney and an LLM with distinction from Australian National University. He has worked for the Australian Government’s Productivity Commission as Senior Research Economist in several microeconomic reform inquiries and has worked for Vodafone Australia as Manager of Economic Policy. In February 2008, Mr van Hooft joined Vodafone Group as Manager of Economic Policy for Emerging Markets. His particular areas of focus have included economic regulation of network access, spectrum pricing, mobile penetration and economic development.

Jörn Kruse has been a Professor of Economics at the University of Hamburg, at the University of Hohenheim (Stuttgart) and (since 1998) at the Helmut-Schmidt-Universität, Hamburg. His main fields of research include competition policy, regulation and deregulation of monopolies and especially network industries, telecommunications, postal services and media, and political economy. He was a member of many consulting committees. Among them were several committees for the introduction of GSM mobile communications in Germany, and several ‘Academic Advisory Groups’ at the Commission of the European Communities. He has been an industry consultant in a number of projects in Germany, Austria and Switzerland, especially in the areas of telecommunications, mobile communications, spectrum allocation, antitrust policy, postal services, television, advertising and sports.

László Lőrinz (PhD in Sociology, Corvinus University of Budapest, 2009, MSc in Economics and Sociology, 2002) was consultant at Infrapont Ltd (Budapest, HU) between 2002 and 2009. His focus of work is economic regulation of telecommunications. He has also worked on research and policy analysis projects about the information society (for both Hungarian government bodies and the EU DG Information Society) and carried out business analyses in projects for telecommunications operators. His field of interest in recent years is the application of survey methods in economics.
Martin Lundborg, born in 1976, holds an Ekonomie Magister (Master of Science in Business Administration) from Jönköping International Business School, Sweden. After his university studies, Martin Lundborg took up his career as a freelancer in the venture capital industry working for a subsidiary of a telecommunication incumbent and several IT start-ups. He started as a consultant for Eutelis Consult (a subsidiary of Deutsche Telecom), Germany. In 2003 he changed to Arcor (subsidiary of Vodafone), the second largest fixed network operator in Germany. Martin Lundborg joined the team of SBR in 2004 where he has been responsible for regulatory projects with an emphasis on cost modelling and cost accounting, market analysis done by the NRAs according to the new regulatory framework as well as the regulation of the mobile and broadband wholesale sector. During his career, Martin Lundborg has gathered experiences from monetary evaluations of business cases, cost accounting and cost modelling, regulation of the telecommunication sector and market research.

Neil Marshall focuses on the economics of the communications sector. Neil combines analysis of regulatory tools, issues and strategy with the economics of competition, and he provides advice to clients in the UK, elsewhere in Europe and in various global jurisdictions. For example, since the start of 2008, he has advised: ComReg in implementing an imputation test to assess the legality of bundled services proposed and implemented by eircom; ICP-ANACOM on the merits of functional separation in Portugal; Telefónica O2 UK Ltd as an economic expert in proceedings before the English High Court in the context of its appeal against Ofcom’s decision to proceed with the 2.6GHz auction; O2 and others on auction strategy in the UK spectrum auctions; the BBC on Fair Trading matters; and SmarTone-Vodafone in Hong Kong in a dispute over interconnection prices.

Péter Nagy earned an MSc in Economics at Marx Károly University of Economics, Budapest, in 1988. He worked at the university’s Department of Business Economics as assistant professor until 1998. Between 1998 and 2000 he was senior Fellow at the Strategy Directorate of Hungarian Telecom (MATÁV). Since 2000 he has been senior consultant at Infrapoint Ltd (Budapest) participating in each major project of the company such as consultancy in preparation of the Hungarian telecommunication liberalization and the Electronic Communication Act of Hungary. He participated in several consultancy projects for the Hungarian Telecommunications Authority and for telecommunications operators. In recent years he has also started working for other network industries, such as the electricity, the railway and the postal sector.
Henning Never holds a PhD in Economics from Potsdam University, Germany. His main interest lies in the field of competition theory, competition policy and regulatory economics — in particular media and telecommunications regulation. He joined Deutsche Telekom AG in 2001 and has been closely involved in the regulation of Deutsche Telekom's national fixed-line business ever since. He is currently working as the Senior Manager for International Regulatory Affairs at the Deutsche Telekom Headquarters. He is responsible for devising and coordinating Deutsche Telekom's positions and thinking on key strategic regulatory issues.

Alberto Nucciarelli, PhD, has worked as a Researcher at the Eindhoven University of Technology (The Netherlands) since 2007. His multidisciplinary background matching economics, management science and financial quantitative tools leads his research efforts towards the analysis of techno-economic aspects of broadband initiatives. He is the author of different scientific works dealing with policy and competition strategies at both the European Union and Member States level. He has also published works on different aspects dealing with the telecommunications and the aviation sector.

Mario Pietrunti is an Analyst at the Bank of Italy. He holds a PhD in Economics from Luiss University and an MSc in Economics from the Toulouse School of Economics. In the past he has been working as a Research Fellow at the Rosselli Foundation Institute for Media Economics. He has also been working as a Researcher for the European Investment Bank in Luxembourg and as Adjunct Professor at the Italian National School of Public Administration (SSPA). He has published several papers and contributions to books in the areas of Economics of Networks, Public Economics and Corporate Governance.

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Michael H. Ryan is a Partner in the London office of Arnold & Porter (UK) LLP where he specializes in telecommunications law and regulation. He is a graduate of University College Dublin (BA Hons, Economics and Politics, 1974); Institut universitaire de hautes études internationales, Geneva (diplôme, 1975); and the University of Toronto (LLB, 1978). He is the author of *Canadian Telecommunications Law and Regulation* (1993, updated annually) and the editor of the *EU Regulatory Framework for Electronic Communications Handbook* (now in its 4th edition).

Bert Sadowski works as an Associate Professor of the Economics of Innovation and Technological Change at the Eindhoven University of Technology. For the past 15 years, his research interest has been in the areas of the economics of technological change and innovation, regulatory economics and real options analysis. He has carried out a number of projects for different governmental and non-governmental organizations as well as for a variety of private companies. He has been invited to serve as member at the evaluation board for national research programs by the National Science Foundation of the Netherlands (NWO).

Sheila S. Sager is a research associate in Penn State's Department of Agriculture Economics and a project coordinator for two USDA National Research Initiative grants. Her research interests focus on the social and policy issues related to telecommunications access particularly in rural areas. Sheila is a founding member of the Rural Telecommunications Working Group, a multidisciplinary team of researchers and practitioners focusing on adoption and impact of digital technologies on rural communities.

Jonathan Sandbach received a BA 1st class degree in Mathematics and Economics from the University of York, an MSc in Statistics with distinction from the London School of Economics, and a PhD from City University, London. He has worked in a number of roles as a professional economist for BT, Cable & Wireless and economic consulting firm NERA. In May 2004 Dr Sandbach joined Vodafone Group as Head of Regulatory Economics. His particular areas of focus have included economic regulation of network access.

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Antonietta Spedalieri is an engineer at the ‘Advanced Multimedia Services’ department in Telefónica I+D. She has a Telecommunications Engineering degree from both the Polytechnic of Turin and the Technical University of Catalonia, and is currently doing PhD research on the optimization of handovers and admission control for 3G radio networks. She has participated in various research projects through the Technical University of Catalonia. In Telefonica I+D, she was responsible for the SPICE project (FP6) and is currently involved in other European projects such as Mobile City Moment and Wellcom as well as in projects for Telefonica as mobile developer.

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Hannu Verkasalo has actively published on the adoption of mobile services and smartphone usage, and associated business dynamics. He recently defended his doctoral dissertation on the analysis of smartphone usage. Verkasalo has particularly focused on the empirical modelling of mobile service usage, utilizing mobile audience measurements in studying user behaviour and experience. As director of research at MobiTrack Innovations Ltd, he is currently pushing up the Global Smartphone Study to induce international collaboration between universities and research agencies (www.mobitrackresearch.com). In addition to research and consulting work, Verkasalo gives lectures on network economics, operator business and telecommunication regulation, having acted as project manager at the national research project MoMI at Helsinki University of Technology in Finland.

Alex Visser received his MSc degree in Systems Engineering, Policy Analysis and Management from Delft University of Technology in 2010. He wrote his MSc thesis on the strategic and organizational implications of real-time person-to-person communication services in a fully IP-based network environment. His research focuses on strategic analysis in the telecom industry. Specific topics of interest include how UMTS LTE, Rich Communication Suites and IMS technologies and convergence influence power structures in the market, including the role of mobile operators.

Nils Walravens has been active as a researcher at IBBT-SMIT since August 2007, working on the MePaper and Video QSAC projects, looking into the implications of personalized news and user reaction to video compression respectively. After that he joined the Media, Market and Innovation cluster within IBBT-SMIT and worked on the European-funded FP6 project SPICE, exploring business model implications of high bandwidth mobile services. He is now involved in several media-related projects, examining business model implications of the convergence and platformization of the ICT and media industries.