



Realising the digital decade in the European Union – Easier said than done?

32nd ITS European Conference
Madrid, Spain, 18th – 20th June 2023



Programme Overview, 18th – 20th June 2023

Sunday, 18 June		Monday, 19 June		Tuesday, 20 June	
		08:15 - 09:00	Registration	08:15 - 09:00	Registration
		09:00 - 10:45	Opening session	09:00 - 10:30	Parallel sessions 4
		10:45 - 11:00	Coffee	10:30 - 11:00	Coffee
		11:00 - 12:30	Parallel sessions 1	11:00 - 12:30	Parallel sessions 5
		12:30 - 13:30	Lunch	12:30 - 13:30	Lunch
		13:30 - 15:00	Parallel sessions 2	13:30 - 15:00	Parallel sessions 6
		15:00 - 15:30	Coffee	15:00 - 15:30	Coffee
		15:30 - 17:00	Parallel sessions 3	15:30 - 17:30	Parallel sessions 7
17:30 – 19:00	Registration	17:00 - 18:00	Meet the editors!		
18:00 – 19:30	<p>Welcome Reception:</p> <p>Hotel Princesa Plaza</p> <p>Princesa, 40</p> <p>28008 Madrid</p> <p>ROOM: Rosales 1</p> <p>First Floor.</p>			19:30 – 21:30	<p>Gala Dinner:</p> <p>MamaQuilla Madrid</p> <p>José Abascal, 61</p> <p>28003 Madrid</p>

Sunday, 18th June 2023

Conference registration 17:30 – 19:00. Welcome reception 18:00 – 19:30

Welcome reception 18:00 – 19:30

The welcome reception venue is:

Hotel Princesa Plaza

Princesa, 40

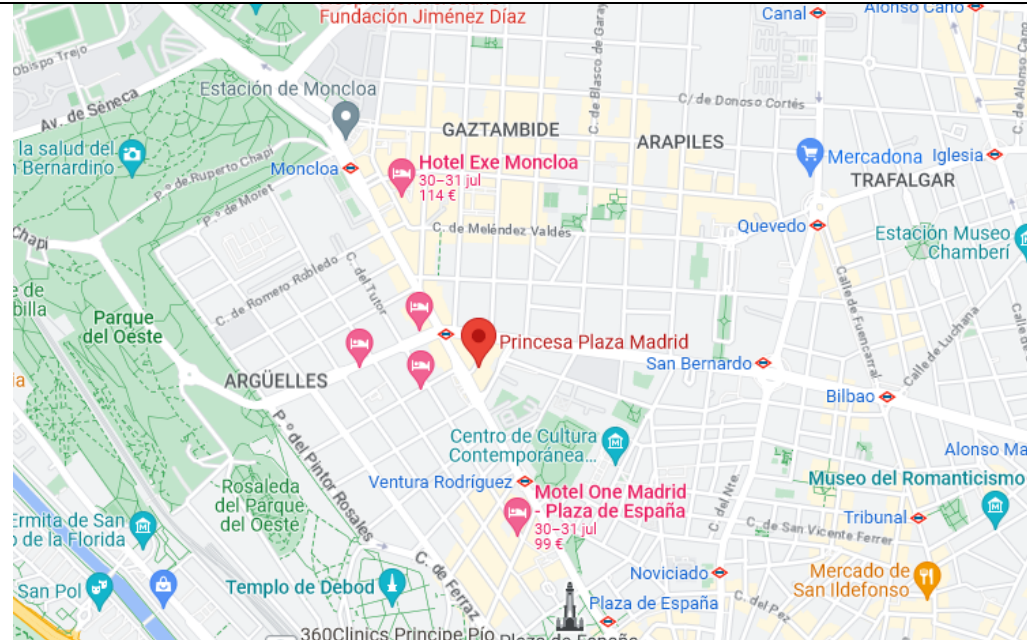
28008 Madrid

ROOM: Rosales 1

First Floor.

Registration 17:30 – 19:00

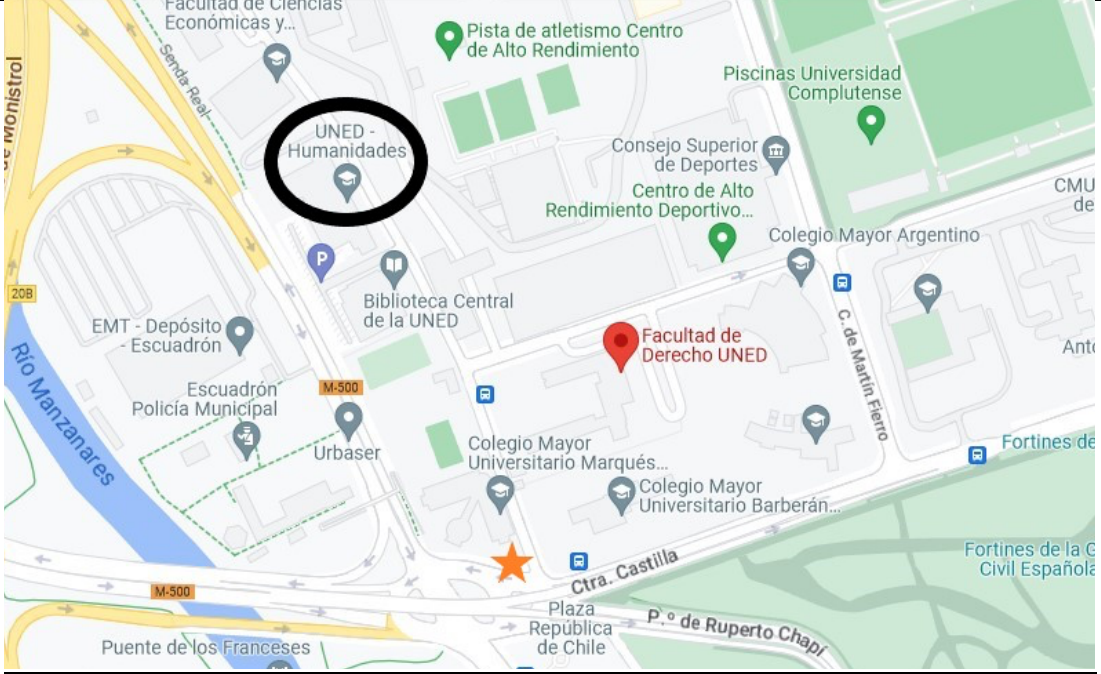
You will also be able to register at the same location.



Metro Stop: Argüelles (Lines: 3, 4 and 6)



Conference venue

<p>Conference venue</p> <p>The conference will be held at UNED at the following address:</p> <p>Paseo de la Senda del Rey, 7 28040 Madrid</p>	 <p>From Moncloa: Bus A (second stop – where is the Star you should stop)</p>

Monday, 19th June 2023

Opening session: 09.00 – 10.45

	Location: Salón de Actos (Main Floor)
Opening Plenary Session	<p>Welcome speeches</p> <p>Laura Alba Juez, Vice-chancellor for Internationalization and Multilingualism at UNED</p> <p>Matías Gonzalez Martín, General Secretary for Telecommunications and Organisation of Audiovisual Communication Services</p> <p>Stephen Schmidt, ITS Chair & Vice President, TELUS, Canada</p> <p>Political influences on telecommunications and internet economy markets</p> <p><i>Moderator:</i></p> <p>Petrus Potgieter, University of South Africa</p> <p><i>Panellists:</i></p> <p>Mark Jamison, Public Utility Research Center, University of Florida</p> <p>Íñigo Herguera García, Universidad Complutense de Madrid</p> <p>Georg Serentschy, Serentschy Advisory Services</p> <p>Fernando Herrera Gonzalez, Telefonica</p> <p>Bronwyn Howell, Victoria University of Wellington</p> <p>Roslyn Layton, Aalborg University</p>
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Welcome Message - Stephen Schmidt, ITS Chair

Dear Conference Participants,

It is a pleasure and honour to welcome you to Madrid, Spain for the 32nd ITS European Regional Conference. It is a joy to reconvene in person, to be able to create new memories together, and to help shape outcomes in global communication policy. With speakers and attendees from 26 countries and 6 continents, drawn from academia, government, and industry, this conference offers the opportunity for a global dialogue. With almost 100 papers to be presented, it is a valuable platform for learning, shaping digital policy, and addressing urgent global issues, from artificial intelligence and climate change to digital divides and digital skills.

The 32nd ITS European Regional Conference centers on the bold aspiration of 'Realising the Digital Decade' in the EU. In the aftermath of the pandemic, companies, governments, and countries are wrestling with transformative tasks: reimagining digital landscapes, accelerating citizens' digital skills, involving OTT providers in infrastructure investment, and integrating AI into society and the economy. This pivotal gathering, at the crossroads of green and digital transitions, presents an ideal moment to draw lessons from global experience. By addressing barriers to digital platforms, fostering policy that unleashes innovation, and balancing market and social imperatives, we contribute to shaping our collective digital future.

With these monumental tasks and opportunities at hand, key questions arise that frame the contours of our discussions and debates, including:

- How can we ensure that the digital revolution is inclusive and accessible for all?
- How do we navigate the interplay between market realities and social imperatives in this rapidly evolving digital landscape?
- And finally, how do we harness the potential of AI, not just as a technological tool, but as a catalyst for societal transformation?

These are some of the thought-provoking inquiries that will guide our journey through this conference, shaping the narratives and strategies of our collective digital future. In the words of Harvard Law Professor and technology expert Susan Crawford: "The future of digital infrastructure depends on how willing we are to be imaginative and innovative. The future is ours to shape."

The ITS extends its heartfelt thanks to our academic host, the Universidad Nacional de Educación a Distancia (UNED), a cornerstone of Spain's academia. It is the largest campus in Europe and for 50 years has been committed to universal quality higher education through an online and blended learning model. UNED stands as a global exemplar in the digital transformation of education, embodying the very ethos of this conference. Through telecommunications and digital strategies, UNED continually enhances student outcomes, harnessing the power of digital to shape the future of learning.

Organizing a conference of this magnitude requires courageous patience, deep collaboration and intense dedication, and we are immensely grateful for those who have invested their time, talents and resources. Our heartfelt thanks go to Dr. Volker Stocker of TU Berlin and Professor Jason Whalley of Northumbria University, as well as to Dr. Covadonga Gijón and Dr. Aurora Ruíz Rua of UNED, our local organizers. Gratitude is also extended to the wider UNED organizing committee, the Faculty of Law, the Faculty of Economics and the Rectorate, as well as to our conference sponsors.

Lastly, we extend a special thanks to all authors, presenters, and participants. As co-creators of this conference, your contributions, ideas, and camaraderie breathe life into our gathering. We offer a special note of thanks to the student presenters and attendees, whose novel research invigorates all of our ITS conferences.

I eagerly anticipate the opportunity to connect with you throughout this conference.

Sincerely,

A handwritten signature in black ink, appearing to be 'S. Schmidt', with a stylized flourish at the end.

Stephen Schmidt
ITS Chair
June 2023

Parallel sessions 1: 11.00 – 12.30

Online 1	Mobile 1	Broadband 1	Regulation	Value creation
Location: Sala A	Location: Sala B	Location: Sala 2	Location: Salón Grados	Location: Numancia
<p>Dalvi, Panta & Gupta - Artificial Intelligence and chit funds: A partnership?</p> <p>Gugenishvili & Nyström - Virtual reality and charitable giving — the role of space, presence, and attention</p> <p>Gijón, Fernández-Bonilla & Ruiz-Rúa - The new online banking consumer. An occasional user or a new full-time customer</p>	<p>Edquist - Measurement of mobile network performance – What is the role of reduced latency for economic development?</p> <p>Gisca, Matinmikko-Blue, Ahokangas, Yrjölä & Gordon - Legitimacy challenges of local mobile communication network business in Europe</p> <p>Kanellos, Katsianis & Varoutas - 5G compartmental diffusion modelling in saturated markets</p>	<p>Markezic & Svigelj - An analysis of telecommunication infrastructure financing in low density settlement areas - the case of RUNE project</p> <p>Vargas-Montoya & Boza-Nuñez - More internet for more employment and earnings: A causal estimation for Costa Rica</p> <p>Briglauer, Cambini & Gugler - Economic benefits of high-speed broadband network coverage and service adoption: Evidence from OECD member states</p>	<p>Jaroonvanichkul - Technology foresight in communications regulation</p> <p>Serentschy & Oldenburg - How to regulate AI?</p> <p>Falch & Henten - Cybersecurity economics and EU regulation</p>	<p>de Mildt, Verbrugge & Colle - The reality of data-driven ecosystems: How do theoretic benefits hold true in practice?</p> <p>Lim, Rowsell & Kim - Exploring the killer domains to create new value: A Comparative case study of Canadian and Korean telcos</p> <p>Whalley & Stocker - Old technologies in a modern communications landscape: phone boxes and universal service</p>
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Parallel sessions 2: 13.30 – 15.00

Broadband 2	Cyber-security	European Union	Panel session
Location: Sala 2	Location: Salón Grados	Location: Sala B	Location: Sala A
<p>Papai, McLean & Bukur - Hedonic price comparison of fixed broadband services and an analysis of their changes: a Hungarian case study</p> <p>Petre, Chipouras, Katsianis & Varoutas – Anticipating high-speed broadband penetration: A multi-country pre-launch forecasting study</p> <p>Frias, Lehr, Mendo & Stocker - Measuring NextGen mobile broadband: Challenges and research agenda for policymaking</p>	<p>Kshetri - Privacy violations, security breaches and other threats of Web3 and the metaverse</p> <p>Martins - Cyber security provision and consumers demand for online services</p>	<p>Kawamata - Techno-nationalism/-globalism/-socialism over information and communication technology (ICT): The international political economy of U.S.-China technological hegemony and EU's social shaping</p> <p>Cappelletti & Papakonstantinou - Future policies for space systems: Is the EU achieving “Strategic Legislation”?</p> <p>Pereira & Fife - Singapore's Smart Nation Program and potential lessons for the European Union's Digital Decade program</p>	<p>Digital media & communications innovation ecosystems: from adaptation to sustainability</p> <p><i>Moderator:</i> Juan Miguel Aguado, University of Murcia, Spain</p> <p><i>Speakers:</i> Juan Miguel Aguado. University of Murcia Inmaculada J. Martínez. University of Murcia María del Mar Grandío. University of Murcia María José Arrojo. University of La Coruña</p>
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Parallel sessions 3: 15.30 – 17.00

Platforms	Mobile 2	Using blockchain	Covid	Online 2
Location: Sala A	Location: Sala B	Location: Sala 2	Location: Numancia	Location: Sala 0.06
<p>Silva, Mendonça & Damásio - A scientometric approach to digital platforms' research: Knowledge sources, production and impact of "Big Tech"</p> <p>Prado - Assessing the market power of digital platforms: An experimental investigation of the online video market</p> <p>van den Nieuwenhuizen, Sadowski, Willemsen & Whalley - Personalization of content on a VoD platform</p>	<p>Jeanjean & Liang - Market structure and performance in mobile markets. The example of Europe</p> <p>Srinuan & Srinuan - A review of recent merger and acquisition in mobile telecommunications service industry: Substantial issues and implications for policy makers</p> <p>Castells, Koutroumpis & Bahia - To share or not to share? The impact of mobile network sharing for consumers and operators</p>	<p>Kshetri - Blockchain's role in promoting quality, safety and sustainability in the food and beverage industry</p> <p>Park & Kim - Is blockchain a new opportunity or too good to be true?: A social representation study of artists in the Korean music industry</p> <p>Cagigas, Clifton, Díaz-Fuentes, Fernández-Gutiérrez & Harpes - Blockchain in Government: Towards an Evaluation Framework</p>	<p>Arrojo - The effects of Covid 19 on the digitization and viability of European local digital news media. The case of Norway, Sweden, Switzerland, Germany, UK and Spain</p> <p>Matsuzaki, Shigeno, Ueki & Tsuji - The effect of the Covid-19 pandemic on the innovation process of small and medium-sized regional firms</p> <p>Mitomo, Cheng, Seo & Kamplean - Media information and people's self-motivated behaviour during the COVID-19 pandemic</p>	<p>Omrani & Prince - Online Privacy Literacy and Users' Information Privacy Empowerment</p> <p>Nakamura, Takao, Nakamura & Goto - The impact of teleworking on working time constraints and the planning of sightseeing trips</p> <p>Ruiz-Rúa, Fernández-Bonilla & Gijón - Why do we consume as we do? The case of ICT spending in the Spanish market.</p>
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Meet the editors! 17.00 – 18.00

Meet the editors
Location: Sala A
<p>Meet the editors!</p> <p>Moderator:</p> <p>Erik Bohlin, Editor-in-chief of Telecommunications Policy</p> <p><i>Speakers:</i></p> <p>Teodosio Pérez Amaral, Associate Editor of Telecommunications Policy</p> <p>Bronwyn Howell, Advisory Editor of Telecommunications Policy</p> <p>Seongcheol Kim, Associate Editor of Telecommunications Policy and Co-editor of Digital Business</p> <p>Yu-Li Liu, Associate Editor of Telecommunications Policy</p> <p>Jason Whalley, formerly editor of Digital Policy, Regulation & Governance, conference special issue co-editor</p>
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Tuesday, 20 June 2023

Parallel sessions 4: 09.00 – 10.30

Ecosystems	Online 3	OTT	Broadband 4	New technologies
Location: Sala A	Location: Sala B	Location: Numancia	Location: Salón de Grados	Location: Sala 2
<p>Nyström & Leminen - Exploring ecosystemic business models</p> <p>Nam, Kim & Jung – Understandings of the AI business ecosystem in South Korea: AI start-up's perspective</p> <p>Bauer & Stocker - Innovation dynamics in the internet ecosystem and digital economy policy</p>	<p>Birrer, He & Just - The state of state surveillance in Europe – Findings from a cross-national study on data retention in 25 countries</p> <p>Liu, Song, Huang, Xun, Li & Hu - The effects of using identity cues and emoji in chatbots to provide emotional support: An empirical study in Hong Kong</p> <p>Fujisawa & Kasuga - Complementarity effect of corporate advertising in a multimedia world: Comparing online and mass media advertising</p>	<p>Papathanasopoulos & Varoutas - OTT opportunities for public broadcasters: A review and cross-country analysis in European countries</p> <p>Park & Kwon - The Content Genre, Audience Share, and Presence of Public Sector Broadcasters in an Era of Overflowing OTT Services"</p>	<p>Layton & Potgieter - Divergence in policy approaches and arguments: What European policymakers can learn about cost recovery efforts from rural FTTH networks in USA</p> <p>Guiffard - Measuring the consumer's valuation of high-speed Internet. The impact of FTTH deployment on the house market in France</p> <p>Ferrandis, Ramos & Feijoo - European Gigabit Society progress: How to stimulate further deployments of high-speed broadband networks?</p>	<p>Martinez-Castaneda & Feijoo - Challengers towards international data spaces in the agrifood industry. A systematic comparison for IT business applications based on permissioned blockchain</p> <p>Kshetri - Organizational impacts of the industrial metaverse</p> <p>Kwant, Sadowski, Gallagher & Whalley - Blockchain technology as a disruptive or incremental innovation: A systematic literature review and an agenda for future research</p>
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Parallel sessions 5: 11.00 – 12.30

Broadband 3	The impact of M&A activity	Online 4	Digital divides	Networks
Location: Sala 2	Location: Sala A	Location: Salón de Grados	Location: Sala B	Location: Numancia
<p>Johnson & Kuersteiner - The role of the satellite market in provisioning broadband access in Europe up to 2030</p> <p>Jung & Katz - Estimating the cost of accelerating broadband deployments using unconditional quantile regressions</p> <p>Jamison & Wang - Disparate Impacts of Broadband on Women and Minorities: The Case of Broadband in the U.S.</p>	<p>Palikot, Hounbonon, Ivaldi & Strusani - The Impact of Shared Telecom Infrastructure on Digital Connectivity in Developing Countries</p> <p>Kargas, Argyroulis & Varoutas - Mergers and acquisitions in telecommunications market: a simultaneous equations approach to study Structure, Conduct and Performance</p> <p>Chick, Vialle & Whalley – The disruptive strategy of Orange in the payment and banking industry and its knowledge links with its strategy in the European market</p>	<p>Fourberg, Magalhaes & Wiewiorra - They are among us: Pricing behaviour of algorithms in the field</p> <p>Mendieta-Aragón, Rodríguez-Fernández & Navio-Marco - Tourism usage of digital collaborative economy platforms in Europe: situation, behaviours and implication for the digital polices</p> <p>Koguchi & Jitsuzumi - Analysis of the acceptability of the "information health" concept: Consideration of the possibility of beneficiary payment</p>	<p>Kshetri - Economic and social impacts of Web3 and the metaverse in the global south</p> <p>Castillo-Tellez - Bibliometric analysis of European research on digital divide: An exploration of the corporate landscape</p> <p>Escutia-Muñoz, Ruiz-Rúa & García - Space related school project to improve digital competences for high school teachers and students: Cansat Spain case study</p> <p>Matteucci – Evaluating the construction of complex digital infrastructure projects</p>	<p>Gannon - Lessons for Canada from International Approaches to Network Resiliency and Reliability</p> <p>Savunen, Kekolahti, Mähönen, Hämmäinen & Kilkki - Mobile network operators' business risks in next-generation public safety services</p> <p>Jeanjean - Fair cost sharing in telecommunication industry, a virtuous circle</p>
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Parallel sessions 6: 13.30 – 15.00

Digital literacy and well-being	Mobile 4	Climate impacts	Panel session
Location: Sala 2	Location: Salón Grados	Location: Sala B	Location: Sala A
<p>Ha & Kim - Developing a comprehensive definition of platform literacy</p> <p>Laitsou, Katsianis & Xenakis - The impact of digital development on human well-being and vice versa</p> <p>Gijón, Ruiz-Rúa & Fernández-Bonilla – Telework, perception and family partnership. The Spanish situation after Covid-19</p>	<p>Bahia & Amaya - The socio-economic benefits of the low band UHF spectrum band for IMT</p> <p>Ashok - The digital transformation of India- A case study of accelerated mobile Internet</p> <p>Kokkinis, Ioannou, Katsianis & Varoutas - A 6G technoeconomic framework for evaluating the feasibility of the proposed technology enablers and business models</p>	<p>Mohan, Carty & Lyons - Broadband penetration across countries and carbon emissions per unit of Gross Domestic Product</p> <p>Zagdanski & Castells - Spectrum management policy and the greenhouse gas emissions of mobile networks</p> <p>Rowsell, Palmer & Schmidt - From broadband deployment to climate action: Key considerations in the development of digital climate policies across OECD countries</p>	<p>Towards Digital Infrastructure Regulatory Policy – Crafting Policies for the Digital Infrastructure we need for the Digital Economy Future</p> <p><i>Moderator:</i> Volker Stocker, TU Berlin & WBI</p> <p><i>Speakers:</i> Christopher Yoo, University of Pennsylvania, USA Georgios Smaragdakis, TU Delft, The Netherlands William Lehr, MIT, USA</p>
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Parallel sessions 7: 15.30 – 17.30

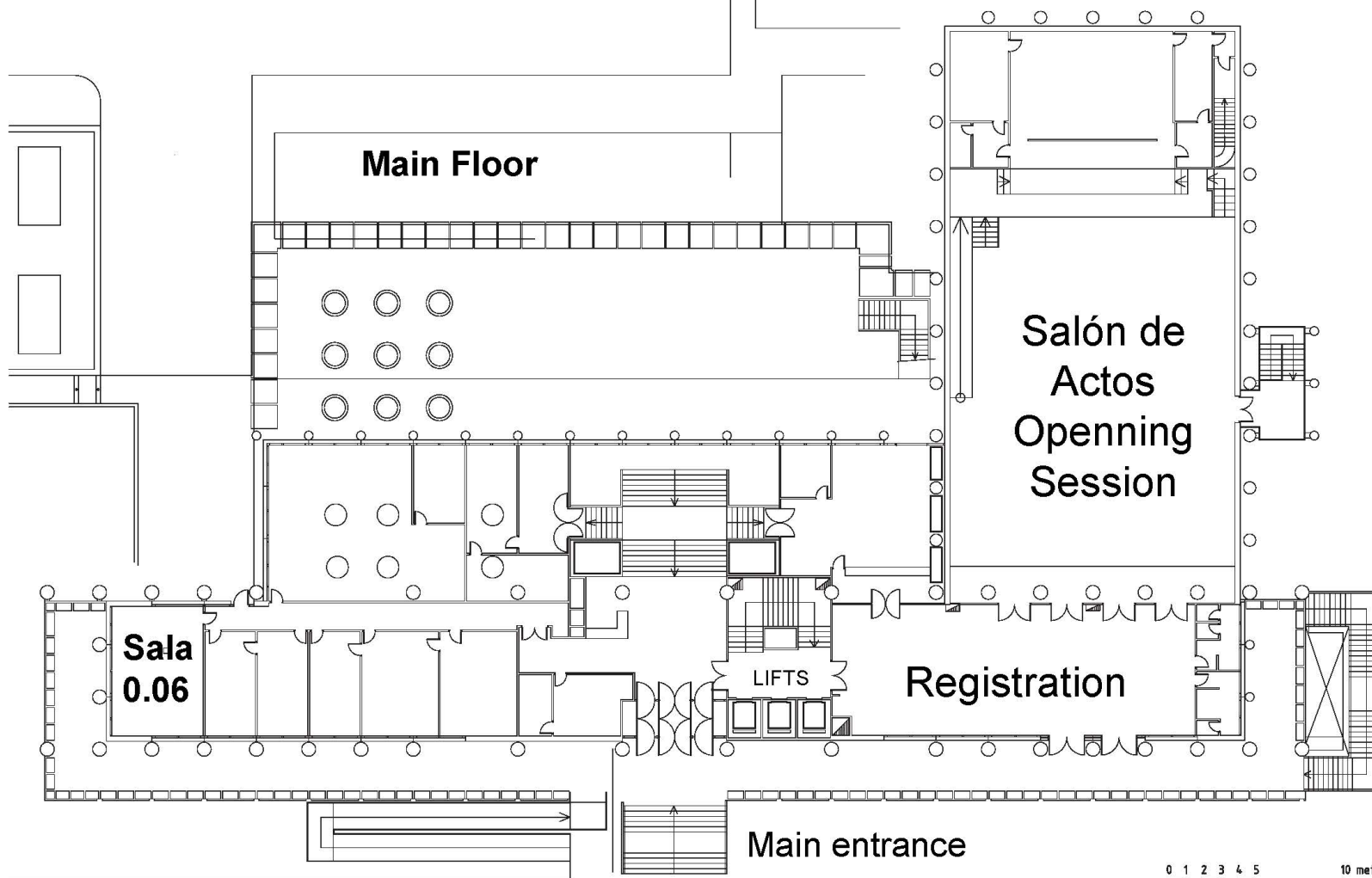
Mobile 5	Artificial Intelligence	Digital and education	Content	European Union 2
Location: Sala 2	Location: Salón Grados	Location: Sala A	Location: Sala B	Location: Numancia
<p>Khemakongkanonth and Srinuan - Implications of the 3-to-2 merger on telecommunication service prices: Case study of Thailand</p> <p>Földes - Role of virtualised and open RAN in overhaul of mobile network sharing regulation in Europe for 5G macro and micro cells</p> <p>Jamison, Teçza & Wang - Effects of platforms' entry into own marketplace: Evidence from the mobile application market</p> <p>Ioannou, Kokkinis, Katsianis & Varoutas - Comparative techno-economic evaluation of 5G infrastructure sharing business models in European rural areas</p>	<p>Potgieter & Howell - AI-generated lemons: A sour outlook for content producers?</p> <p>Rim & Kwon - Collecting, generating and analysing national statistics with AI: what benefits and costs?</p> <p>Lechardoy & Codagone – Artificial Intelligence at the workplace and the impacts on work organisation, working conditions and ethics</p> <p>Garcia-Murillo & MacInnes - The promise and perils of Artificial Intelligence</p>	<p>Kshetri - Metaverse in higher education institutions: Drivers and effects</p> <p>Ahmed, Tadayoni, Sparviero & Williams - Sustainability of the ICT Infrastructure in the context of CSR Reporting and Decision-Making for Higher Educational Organizations</p> <p>McCoy, Marcus-Quinn, Hourigan, Carroll & Ye - Digital Access in Irish Secondary Schools: Shaping Student Experience and Engagement?</p> <p>Vargas-Montoya, Gimenez & Gutiérrez - ICT use for learning and students' outcomes: Do the country's development level matter?</p>	<p>Jeong & Kim - What makes 'aespa', the first metaverse girl group in the K-pop universe, succeed in the global entertainment industry?</p> <p>Arenal, Aguado, Armuña, Ramos & Feijoo - Challenges from the digital transformation of the music industry: a review from the CMO</p> <p>Jang & Kim - Extensions of intellectual property in media industry: The Korean case</p> <p>Potgieter & Howell - What do telecommunications policy academics have to fear from GPT-3?</p>	<p>de Rojas, Pita & Martínez - Analysing key relationships: digitalization, innovation, and structural conditions in UE</p> <p>Gambarin, Houpis, Ovington, Ovejero & Santamaría - Implementing the DMA, a framework for assessing proportionality</p> <p>Henten & Windekilde - Regulation of Big Tech in EU and US</p>
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Conference dinner: 19:30 – 21:30

	MamaQuilla Madrid
<p>Conference Dinner</p> <p>MamaQuilla Madrid José Abascal, 61 28003 Madrid</p>	<p>Logistics</p>  <p>Metro Stop: Gregorio Marañón (Lines 7, 10).</p>

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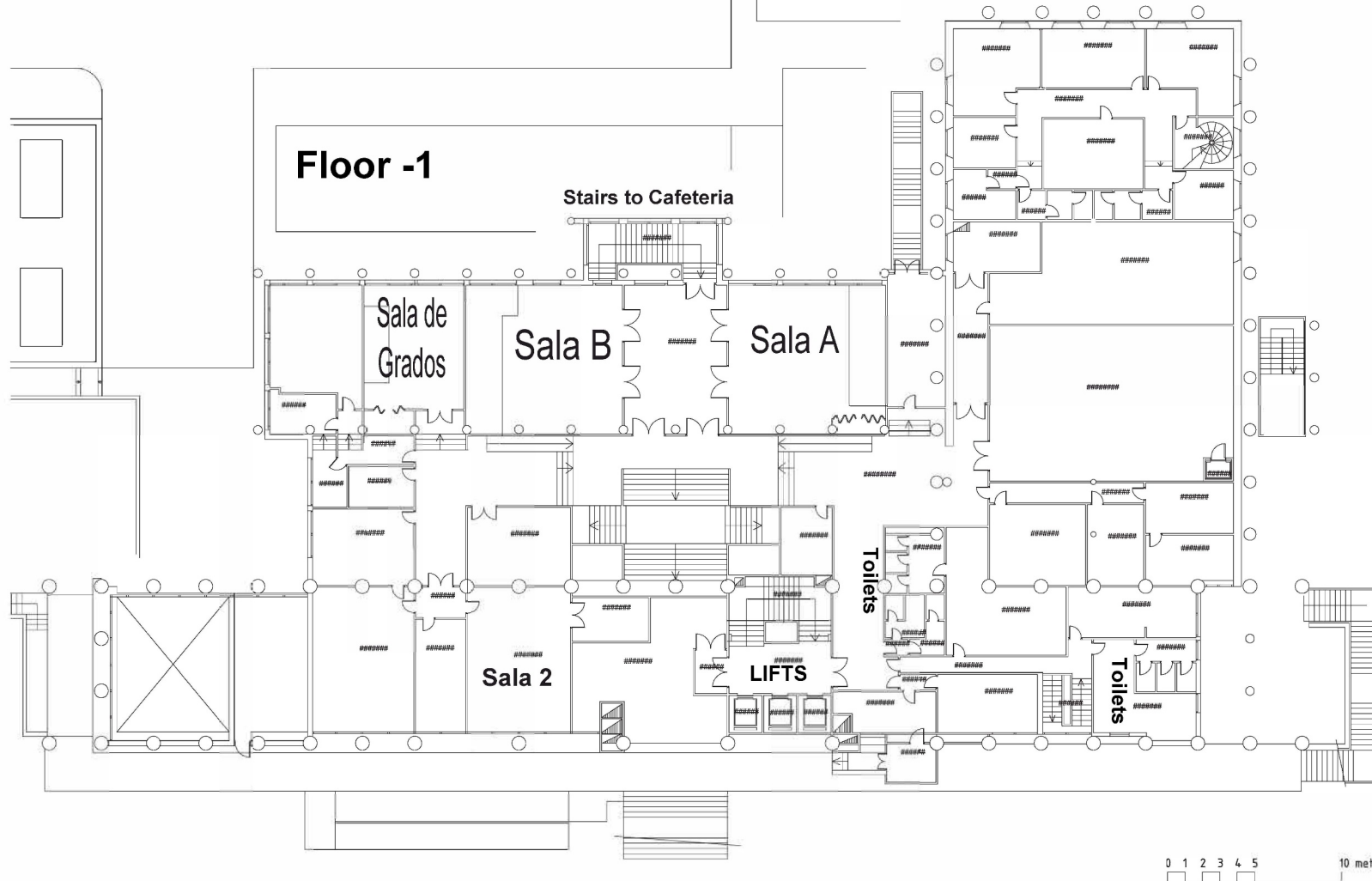


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Senda del Rey, 7

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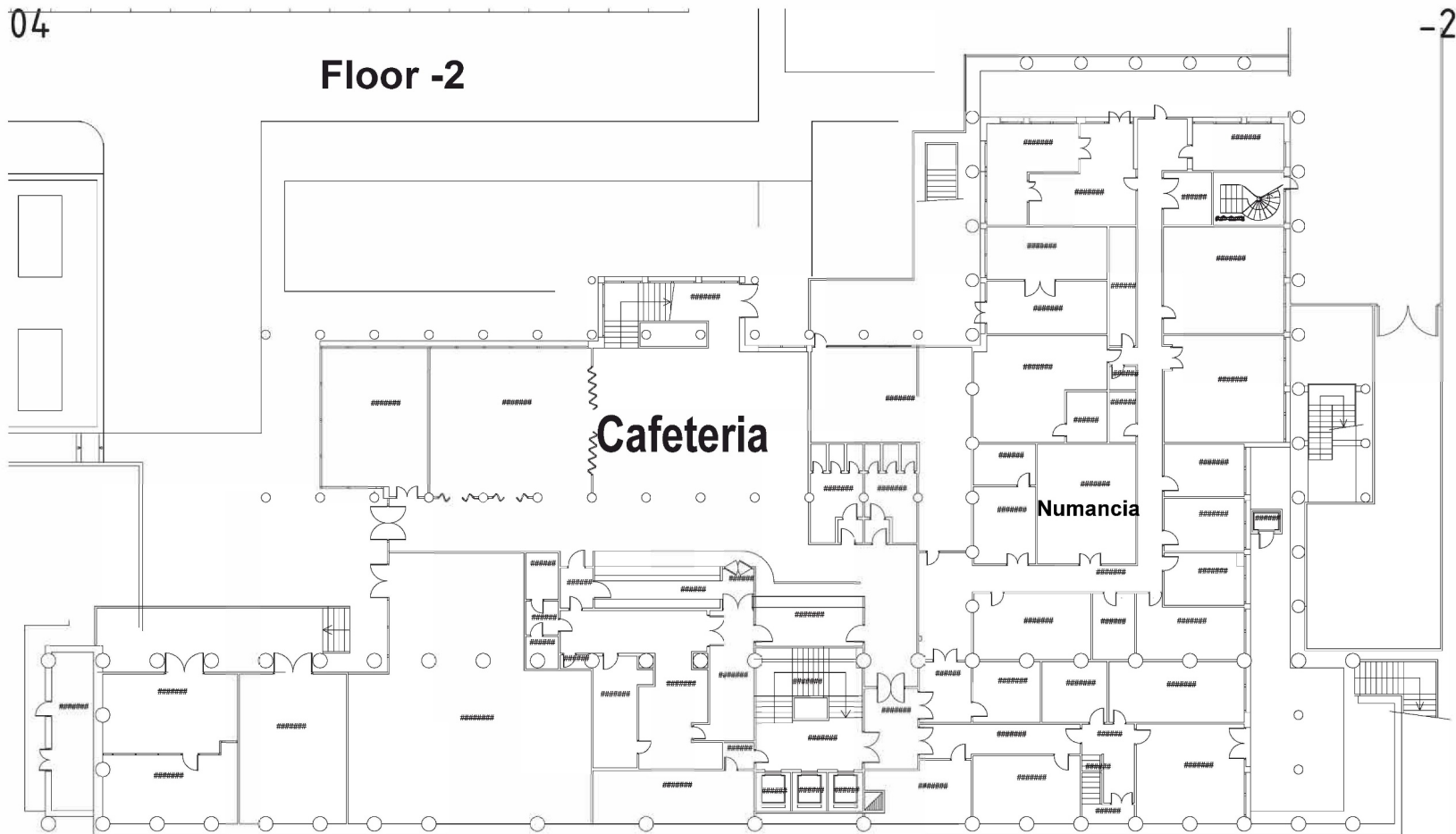
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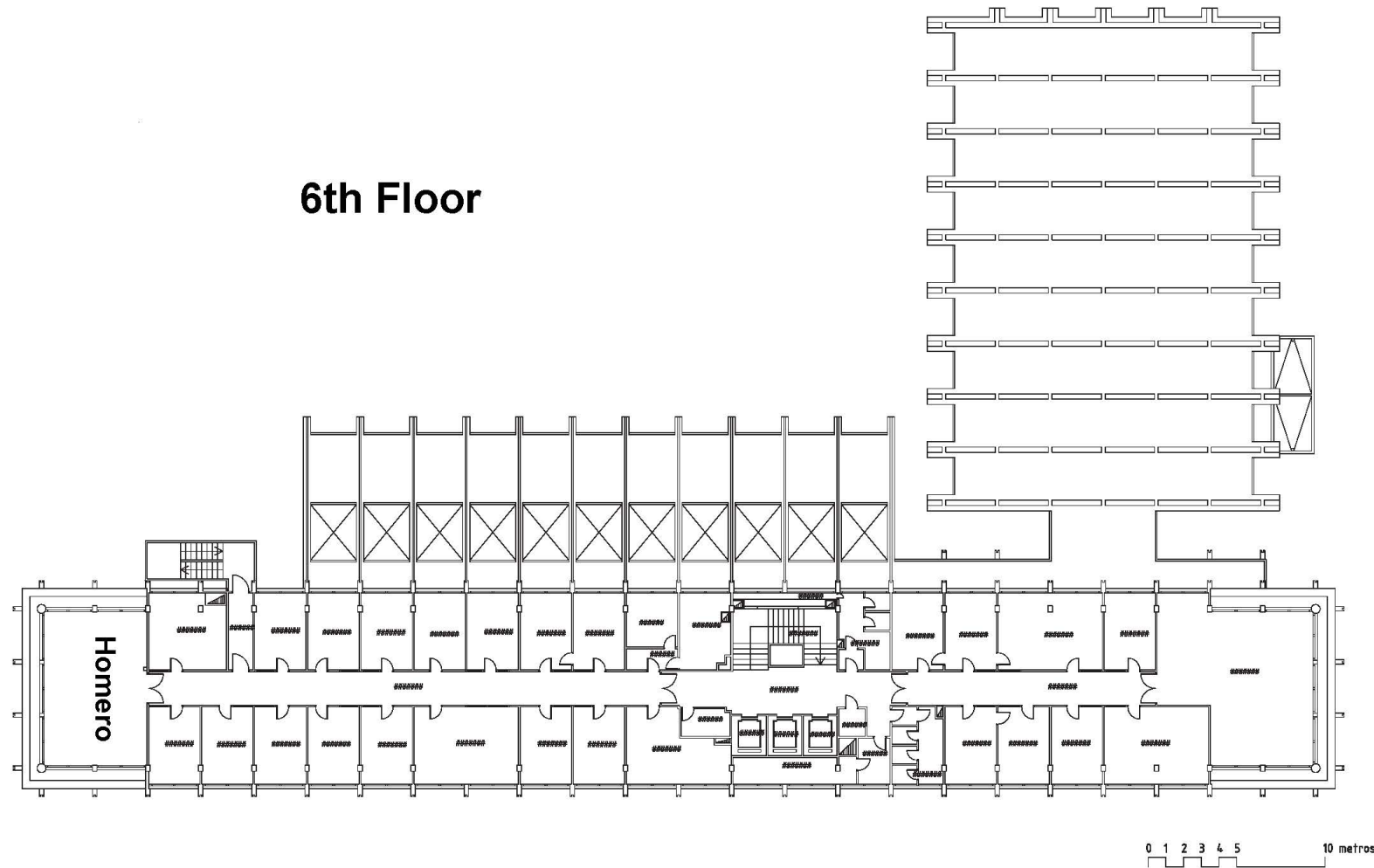
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