IDATE

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institut
de l'audiovisuel
et des télécommunications
en europe

# Press file

23rd IDATE International Conference

# Telecom - Internet - Media: Time for Broadband?

22 – 23 November 2001
Le Corum, Montpellier (France)

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# 1. IDATE : Presentation

## Identity Card

- **Activities** - a team of consultants focused on the Telecommunications, Internet and Media Industries
  - a European Forum for exchanges between Company Heads, Public policy and the Academic world.
- **Created in** 1977
- **President** Francis Lorentz
- **Director** Yves Gassot
- **Strengths** 60, 40 of which consultants (economists and engineers) with specialist skills (Telecom, networks, Media, IT, Internet etc.).

## Activities

## About IDATE

IDATE, one of the leading skills centres in Europe, specialising in studies of the information and communication technology sectors, offers the following:

- an **operational consultancy** (surveys and expert missions), organized around the following departments:
  - Industrial Analysis – head of department: Didier Pouillot
  - Marketing & Strategies – head of department: Frédéric Pujol
  - Media Economics – head of department: Gilles Fontaine
  - Information Technologies & Territories – head of department: Alain Veyret
- a **world observatory for the communication sectors** : market reports, a techno-economic and strategic monitoring system;
- **a top-flight gathering place for discussion and debate** ( IDATE's annual International Conference, the COMMUNICATIONS & STRATEGIES Review, the IDATE Foundation of firms, the European research network ENCIP).

## History

- **1977 :** IDATE's Creation (Institut de l'Audiovisuel et des Télécommunications en Europe) by François Schoeller
- **1986 :** Establishment of the IDATE Foundation, bringing together top level groups and organisations, and publication of the Foundation's reports under the aeges of Raymond Barre, Alain Minc, Jacques Lesourne and Bruno Lasserre. To date, more than 26 Telecoms and Media groups participate in the work of IDATE's Foundation.
- **1991 :** The COMMUNICATIONS & STRATEGIES Review, endowed with a Scientific Council, replaces the IDATE Bulletins.
- **1992 :** Creation of ENCIP (European Network in Communication & Information Perspectives), a Network including more than 15 Research Institutes, representing countries gathered from the European Community.
- **1995 :** Creation of the Web site: www.idate.fr (also accessible at www.idate.org)
- **2000 :** Francis Lorentz's Nomination as IDATE's new President, succeeding François-Henri de Virieu and Marc Tessier.
- **2001 :** Launch of the first edition of « DigiWorld 2000 » the IDATE Foundation's annual report.

# 2. Conference Presentation

## An unmissable conference for the key players in Media Information Technology

### • A conference in touch with the key questions in the sector

In a context still fraught with difficulty, IDATE has chosen broadband as the theme of the 2001 edition of its International Conference.

### • The maturity of the different high-speed platforms…

This will be the occasion for refocusing on a vehicle for transformation identified years ago and awaited ever since, but which in recent months seems to have acquired fresh credibility under the impact of the progress in access technologies (DSL, cable modem, optics, radio, etc.) and in Internet innovation.

### • What services will be offered in a mass broadband access market?

It will also provide an opportunity for studying the ability of the various players to translate this progress into innovative services and applications capable of attracting consumers and creating a mass broadband market.

### • Are we heading for a revival within the Telecoms-Internet-Media industries?

Lastly, there will be the chance to examine the conditions for regeneration in these industries and the players best placed to exploit the possibilities offered.

These various aspects will be debated, conforming to the previous editions of IDATE's International Conferences, by gathering together high-level personalities representing Telecoms operators and equipment manufacturers, leading firms in the area of high-speed Internet, the major audiovisual media, financial analysts and bankers, regulators and the public policy makers. Each topic under debate will be prefaced by a situation report and an analysis by an IDATE specialist.

# 3. Key Information

**IDATE's International Conference : one of the key conferences for analysis, reflection and forecasting in France and Europe.**

## Key Facts

- **Year** — The 23rd year running
- **Dates** — 22nd & 23rd November 2001
- **Location** — Le Corum , Montpellier (France)
- **Theme** — Telecom-Media-Internet : Time for Broadband ?
- **Delegates** — Telecoms operators, Media groups, Manufacturers, Regulators, Local authorities, press, Financial analysts, Bankers, Consultants, Universities.
- **Key Data** — 700 delegates
- **Animations**
  - Stands : Partners and sponsors (Corum)
  - Launching of the WLL service in Montpellier by FIRSTMark Communications
  - Thematic reception by "Start- ups" from Languedoc-Roussillon in partnership with Jetpro (23rd November, 5: 30 pm, The Corum)

## Partners

- **Partners** IDATE Foundation Members
  - Alcatel
  - Bouygues Telecom
  - Cegetel
  - Canal +
  - Cap Gemini Ernst & Young
  - Deutsche Telekom
  - EDF
  - Ericsson
  - Eutelsat
  - FirstMark Communications
  - France Telekom
  - France Télévision
  - IBM
  - Lucent ID Technologies
  - Maroc Telecom
  - Nortel Networks
  - Part'Com
  - Motorola
  - Schlumberger Sema
  - Siemens
  - Siris
  - Telecom Developpement
  - Telecom Italia
  - Telefonica
- **Partners** Local Authorities
  - Conseil Régional du Languedoc Roussillon
  - Conseil Général de l'Hérault
  - Montpellier Agglomération
- **Partners** Media
  - COMMUNICATIONS & STRATEGIES
  - Financial Times
  - Les Echos
  - CommunicationsWeek International
  - Antennes
  - La Lettre des Télécommunications

## Organisation

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  Tel: +44 (0) 20 7839 8391, Fax : +44 (0) 20 7839 3777

# 4. Speakers

## An exceptional panel of top-flight personalities and analysts

## Keynote speakers

**Kurt HELLSTRÖM**, President & CEO, ERICSSON

**Jean-Yves GOUIFFES**, Directeur Exécutif, FRANCE TÉLÉCOM

**Ian GELDMACHER**, Executive Vice-President DEUTSCHE TELEKOM

**Jean-Michel HUBERT**, Président, ART

**Pierre DANON**, CEO & Member of the Group executive committee BT Retail

**Frank ESSER**, CEO, CEGETEL GROUP

**Francis LORENTZ**, Président, IDATE. Président, e-LaSer

**Hiroshi NAKAMURA** , PDG, NTT DoCoMo Europe

**Serge TCHURUK**, PDG, ALCATEL

**Roberto BLOIS**, dEPUTYSecretary-General, ITU

## Speakers

**David BAVEREZ**, Portfolio Manager, FIDELITY INVESTMENTS

**Laurent COHEN-TANUGI**, Associé, CLEARY, GOTTLIEB STEEN & HAMILTON

**David COLLEY**, Founding Partner, COO of KNRW CALLAHAN ASSOCIATES

**Rémi CARLIOS**, Directeur Général, VITAMINIC France

**Laure COLIN**, PDG, WEBRASKA

**François GUICHARD** , Directeur de Filiale, NOOS

**Jean-François LEPRINCE-RINGUET**, CEO, CAP GEMINI ERNST & YOUNG, Telecom Media Networks

**Thierry MILEO**, Directeur Général, FIRSTMARK

**Yves GOBLET**, DGA Stratégies, BOUYGUES TELECOM

**Bernard SEITE**, Directeur Général Europe du Sud, AKAMAÏ TECHNOLOGIES

**Joanna SHIELDS**, Vice-President Europe, REALNETWORKS

**François BARRAULT**, President & CEO EMEA, Lucent Techologies

**Patrick ARTUS**, Directeur des études économiques et Chef de la recherche, CDC-IXIS

**Jacques ARLANDIS**, Directeur Scientifique, IDATE

**Phil BARTON**, Chairman, EVUA Ventures

**Leon CHICHEPORTICHE**, VP Sales, PACKETVIDEO

**Philippe COSTE**, Conseiller économique et commercial, AMBASSADE DE FRANCE (Los Angeles)

**Jean-Charles DOINEAU**, Responsable du Pôle Equipements, IDATE

**Gilles FONTAINE**, Directeur du département Média, IDATE

**Yves GASSOT**, Directeur, IDATE

**Frédéric GASTALDO**, Directeur Général, LDCOM NETWORKS & SQUADRAN

**Sofia GHACHEM**, Executive Director, Director, UBS WARBURG

**Annegret GROEBEL**, Coordinator of International Bodies, RegTP

**Bernard GUILLOU**, Directeur délégué Prospective et Services Broadband, CANAL+

**Jim Mc CAFFERTY**, Head of European Telecom Research, SG SECURITIES

**David MOLONY**, Editor, CWI

**Roland MONTAGNE**, Responsable du pôle Hauts-débits, IDATE

**Eli NOAM**, Professor, COLUMBIA UNIVERSITY

**Olivier PERRAUDIN**, Investment Banker

**Philippe-Olivier ROUSSEAU**, Senior Adviser, BNP PARIBAS

**Hubert TARDIEU**, Président finance, SCHLUMBERGER SEMA

**Alain TASSY** , Senior Operations Manager South East Region, WORLDCOM

**Enguérand RENAULT**, Journaliste, Les Echos.net

**Stéphane TREPPOZ**, PDG, AOL France

## 5. International Conference Themes over the years

**IDATE's International Conferences have been at the heart of debates for over 20 years**

**2000** What value where?

**1999** A wireless world?

**1998** Convergence: is it working?

**1997** 20 years or the prehistory of cyberspace…

**1996** Cyberspace: advantage Europe?

**1995** Lessons from Geneva

**1994** The new frontier

**1993** Investing in communication

**1992** Time for alliances : telecommunications, data processing, media

**1991** Industrial dynamic, innovation policies, new markets

**1990** Key technologies : experiments new concepts

**1989** Communication services : moving toward internationalization of exchanges

**1988** Communications in the 1990s

**1987** Private networks

**1986** Communication services on the future

**1985** Europe of communications

**1984** The new communications business

**1983** Image networks

**1982** Social experimentation in telematics

**1981** Local networks

**1980** Teleworking

**1979** Communication and Development

# 6. IDATE's Management Team

### Francis LORENTZ, President

**Francis Lorentz** is since July 2000 Senior Executive Vice-President of LaSer, a $ 900 M company dedicated to information technology services, loyalty programs and customer credit. LaSer is a branch of Galeries Lafayette Group (leading French department stores company). He is Chairman and CEO of e-LaSer a $ 100 million company focused on CRM. He is also President of "Institut de l'Audiovisuel et des Télécommunications en Europe" (IDATE), a 60 people non profit research organization dedicated to telecommunications and medias.
From 1997 to 2000, Francis LORENTZ was President of «Mission Commerce Electronique », a Government and Industry task force dedicated to E-business development. From 1995 to 2000, he was also Chairman of « Etablissement Public de Financement et de Restructuration » (EPFR).
Francis LORENTZ was Chairman and CEO of the Paris Transport Authority (RATP) from 1992 to 1994. With its 38,000 employees, RATP develops and operates the urban and suburban metro, bus and tramway systems. From 1982 to 1992, Francis LORENTZ was in the Information Systems industry: he joined in 1982 CII Honeywell-Bull (previously a subsidiary of Honeywell Information Systems.) as President and Chief Operating Officer; in 1989 he became Chairman and Chief Executive Officer of Groupe BULL, ($ 6 billions sales) and Chairman of BULL HN (North America).
From 1980 to 1982, Francis LORENTZ was Executive Vice-President in charge of strategy, planning, legal department and PR at Société Lyonnaise des Eaux, a public company active in a wide range of services from water supply to public works (now known as Suez).
From 1970 to 1980, Francis LORENTZ held a wide-range of responsibilities in the French public administration, mainly for the Ministry of Finances and Industry. At the Treasury Department he was responsible for financing the aerospace and electronic industry, and government backed programs (new technologies, small and medium size businesses...).

### Yves GASSOT, Director

For more than ten years, **Yves Gassot** has been at the head of IDATE, an institute that has established itself as one of the leading research centres in Europe concerned with the telecommunications, Internet and media industries.
In this position, he has taken part in numerous studies of the various markets and the strategies being pursued in the telecommunications sector.
He is on the panel of several expert committees, including the Conseil Général des Technologies de l'Information and the Conseil Scientifique of the CNC, he serves as director of the revue "Communications & Strategies" and is scientific head of the annual International Conference of IDATE.
With a background as DPLG architect, he is a graduate of the Institute of Political Studies, Paris (3rd Cycle).

### Jacques ARLANDIS, Scientific Director

**Jacques Arlandis** has a Ph.D in Economics and a BA in Sociology. He is also a graduate of ESCP (the Paris Business School).
He is both Scientific and Deputy Director of IDATE (Institut de l'Audiovisuel et des Télécommunications en Europe). He is also Director of ENCIP (European Network for Communication and Information Perspectives) and the Editor of COMMUNICATIONS & STRATEGIES.
His main areas of interest and his publications concern the economics of telecommunications, prospective networks and services, strategic alliances and regulations.

### Didier POUILLOT, Director of the Industrial Analysis Department

Prior to joining IDATE in 1986 **Didier Pouillot** worked as a consultant for BIPE (Bureau d'Informations et de Prévisions Economiques, Paris).
Didier Pouillot, Director of the Industrial Analyses Department, is a specialist on Europe, renowned in the Telecommunications sector. He publishes, on a yearly basis, a study on "Telecommunications operators around the world" and has carried out several works on the themes of the liberalisation of the Telecoms markets, multimedia convergence and globalisation in the Telecommunications sector.
Didier Pouillot graduated from ESSEC in 1982.

**Gilles FONTAINE, Head of Media Economics Department**

A graduate of HEC (Hautes Etudes Commerciales) in 1983, **Gilles Fontaine** joined IDATE in 1994 as head of the Media Economics department. Prior to joining IDATE and after some time spent with the Ministry of Culture and SOFIRAD, he worked for the Caisse des Dépôts et Consignations, monitoring investments in a large number of audiovisual and multimedia companies. He has also been involved in developing thematic channel activities.
In recent years, he has been responsible for the publication of numerous studies relating to the audiovisual and new media sectors and he has carried out several assignments for TV broadcasters, telecom operators and public authorities in France and other European countries.

**Frédéric PUJOL, Head of Marketing & Strategies Department**

**Frédéric Pujol** joined IDATE in November 1992. As research engineer in the Marketing and Strategy department. Since 2000, he is Head of Marketing & Strategies Department.
Prior to joining IDATE, he acquired in-depth experience in mobile network architecture while with the France Telecom Group (Sofrecom, Télésystèmes).
Frédéric Pujol graduated as engineer from ISEN (Institut Supérieur d'Electronique du Nord, Telecommunications option, Lille, 1986) and CITCOM (Technologies communication engineering centre, Network architecture option, Paris, 1987).

**Alain VEYRET, Director of Information Technologies & Territories**

**Alain Veyret** joined IDATE in 1980, assuming the position of Director of the Information Technologies and Territories department.
Alain Veyret works on the stakes surrounding the attraction and competition of territories faced with the new rules imposed by the information society, the positioning and strategies of local players in relation to Information and Communication Technology, the creation of activities under the framework of the globalisation of exchange and the dematerialisation of the economy.
His activities notably include the following : Strategic consultancy and assistance for both local authorities and Public Administration, Evaluation and feasibility of local projects, Development of businesses and public services and the Implementation of guidelines for the Director of Telecommunications for local authorities, concerning techno-economic, regulatory and juridical aspects.
He is the co-writer of two books on virtual activities - telework, teleactivites and teleservices published in 1995 in the IDATE Collection and in 1998 in la Documentation française. Further in 1994 he published a prospective book entitled “Communiquer demain”.
Alain Veyret has a doctorate in Economic Sciences from Montpellier University.

**Jean-Dominique SEVAL, Commercial & Marketing Director**

**Jean-Dominique Séval,** graduated from the University of Paris IX-Dauphine in 1986 ( with a DEA in Organisation Sciences). Prior to joining IDATE, he worked for more than 10 years in consulting, both with PRECEPTA as Director of Studies and BIPE Conseil as Head of the Information Technology department.
Jean-Dominique Séval joined IDATE as the Head of Commercial and Marketing. He is responsible for promoting IDATE’s activities at an international level, coordinating the sales of studies, services and consultancy along with the Institutes’ Publications and Conferences.

# 7. IDATE : Consultants and Skills

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