

# IDATE

[www.idate.org](http://www.idate.org)

The European way to think the Digital World

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## **Press file**

24<sup>th</sup> IDATE International Conference

## **Telecom - Internet - Media: Europe moving on...**

21 – 22 November 2002

Le Corum, Montpellier (France)

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# 1. IDATE : Presentation

## Identity Card

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- **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** 70 consultants (economists and engineers) with specialist skills (Telecom, networks, Media, IT, Internet etc.).

## Activities

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**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
    - Network & Service Strategy – head of department: Frédéric Pujol
    - Media Economics – head of department: Laurence Meyer
    - Information Technologies & Territories – head of department: Alain Veyret
    - Marketing & Forecasting – head of department: Bruno Teyton
- 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

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- **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 aegis 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](http://www.idate.fr) (also accessible at [www.idate.org](http://www.idate.org))
- **2000 :** Francis Lorentz's Nomination as IDATE's new President, succeeding François-Henri de Virieu and Marc Tessier.
- **2002** Launch of the second edition of « DigiWorld 2002 » the IDATE Foundation's annual report

## 2. Conference Presentation

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

Weakened by the burst in the financial bubble and the reversal of the economic climate, the Information Technology and Communications sectors are on the receiving-end of major enquiries as to the conditions necessary for a rebound, the services and products likely to generate the interest of consumers and the sectorial re-organisation resulting from the turbulent situation.

**IDATE** proposes over the course of its International Conference in 2002, to tackle these issues in examining Europe's place in the DigiWorld.

The debate will focus on the following questions, backed up by the support of detailed analysis:

- What can be said of the European markets, and the distinguishing features which characterise them? How are they positioned with regard to the large North-American or Asian markets (size, profitability, offer deployment and level of service penetration, ...)?
- Where can growth be expected in Europe, notably in those domains likely to boost the markets (Mobile, Internet Services and Broadband access, Digital TV, ...)?
- What new organisation can be seen in the sectors, at a time of consolidation and the deployment of pan-European or International strategies by the major players?
- How efficient is Public Policy on a national or EU level : Competing Regulatory frameworks, policy regarding research and the implementation support measures in place?

These themes will be tackled through a combination of:

- Thorough investigation of the global state of affairs, with the aid of sectorial analysis presented by experts from IDATE,
- Case Studies highlighting the best observable practices in a geographic market or sector and presenting market regulatory and organisational models,
- Viewpoints given by the Presidents of Major Corporations or Heads of Public Policy,
- Round Table Debates enabling different points of view to be expressed and encouraging debate between conference participants

## 3. Key Information

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

### Key Facts

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- **Year** The 24<sup>th</sup> year running
- **Dates** 21<sup>st</sup> & 22<sup>nd</sup> November 2002
- **Location** Le Corum , Montpellier (France)
- **Theme** Telecom-Media-Internet : Europe moving on...
- **Delegates** Telecoms operators, Media groups, Manufacturers, Regulators, Local authorities, press, Financial analysts, Bankers, Consultants, Universities.
- **Key Data** over 700 delegates
- **Animations** Stands : Partners and sponsors (Corum)

### Partners

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|---|--|--|
| IDATE<br>Foundation<br>Members  | - Alcatel<br>- Bouygues Telecom<br>- Cegetel<br>- Canal +<br>- Cap Gemini Ernst & Young<br>- Deutsche Telekom<br>- EDF<br>- Ericsson<br>- Eutelsat<br>- FirstMark Communications                                 | - France Telecom<br>- France Télévision<br>- Lucent Technologies<br>- Maroc Telecom<br>- Part'Com<br>- Motorola<br>- Schlumberger Sema<br>- Siemens<br>- Telecom Developpement |
| <ul style="list-style-type: none"> <li>• <b>Partners</b><br/>Local<br/>Authorities</li> </ul> | - European Commission<br>- Conseil Régional du Languedoc Roussillon<br>- Conseil Général de l'Hérault<br>- Montpellier Agglomération   |  |
| <ul style="list-style-type: none"> <li>• <b>Partners</b><br/>Media</li> </ul>                 | - COMMUNICATIONS & STRATEGIES<br>- Financial Times<br>- Les Echos<br>- CommunicationsWeek International<br>- Ecran Total<br>- La Lettre des Télécommunications<br>- Telecom Business Life<br>- Lider Digital.com |  |

### Organisation

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## 4. Speakers 2002

An exceptional panel of top-flight personalities and analysts

### Keynote speakers

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**Kathleen Q. ALBERBATHY**, Commissioner, FCC

**Jo CORNU**, Director, ALCATEL

**Pascal DEBON**, President, Wireless Networks, NORTEL NETWORKS

**Frank ESSER**, Directeur Général Groupe CEGETEL

**Pierre HAREN**, Chairman & CEO, ILOG

**Thomas HOLTROP**, CEO, T-ONLINE International AG

**Jean-Charles HOURCADE**, Senior VP Research & Innovation, CTO, THOMSON MULTIMEDIA

**Ferdinand KAYSER**, President & CEO, SES ASTRA

**Hansuk KIM**, Vice-PresidentP, Head Management Research Lab, KT

**Erkki LIIKANEN**, Member of the European Commission for Enterprise & Information Society

**Francis LORENTZ**, Président, IDATE

**Alain MINC**, Président, AM CONSEIL

**Gilles Pelission**, Directeur Général, BOUYGUES TELECOM

**Jean-François PONTAL**, CEO, ORANGE

**John F. RIORDAN**, President & CEO, UPC

**Ben VERWAAYEN**, CEO, BT GROUP

### Speakers

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**Laurent BALCON**, Analyste financier, Global Equities

**Didier BONNET**, Global Head of Strategy & Business Consulting, Telecom, Media, Networks, CAP GEMINI ERNST & YOUNG

**Bruce BOWDEN**, VP Strategy and Corporate Development, LDCOM NETWORKS

**Martin CAVE**, Director, Centre for Management under Regulation, UNIVERSITY OF WARWICK

**Michel DIDIER**, Directeur, REXECODE

**Steve FRANCE**, Head of Consultancy BBC Technology

**Yves GASSOT**, Directeur Général, IDATE

**François GERIN**, Directeur Général Adjoint, SIEMENS S.A.S.

**Kenneth KARLBERG**, Senior Executive VP, Head of Business Area Mobile, TELIA AS

**Andreas KINDT**, Executive Officer – software systems T-Online International AG

**André LANGE**, Expert, EUROPEAN AUDIOVISUAL OBSERVATORY

**Éric LÉBOUCHER**, Rédacteur LE MONDE

**Charles MANBY**, Head of Communications Radio & Technology, GOLDMAN SACHS International

**Jim Mc CAFFERTY**, Head of European Telecom & Research, SG Securities

**Ruprecht NIEPOLD**, Head of Unit Mobile & Satellite Communications, EUROPEAN COMMISSION

**Eli NOAM**, Director of the CITI, COLOMBIA UNIVERSITY

**Georges PASSET**, Directeur Innovation et Développement, BOUYGUES TELECOM

**Enguérand RENAULT**, Journaliste LES ECHOS

**Sarah SIMON**, Executive Director, MORGAN STANLEY

**Luc SOETE**, Director, MERIT

**Ulrich STUMPF**, Deputy Director, WIK

**João TRIGO DA ROZA**, CEO Advisor Portugal Telecom

**Richard WINDSOR**, Communication Equipment Analyst, NOMURA INTERNATIONAL

**Mike Van Der WALLEN**, Corporate VP, Head of EMEA, SONY ERICSSON MOBILE COMMUNICATIONS INTERNATIONAL AB

## 5. International Conference Themes over the years

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

- 2001** Time for Broadband?
- 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 70 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 (3<sup>rd</sup> Cycle).

- **Edmond BARANES, Scientific Consultant**

**Edmond BARANES**, Professor of Economic Sciences at the Université de Montpellier I, has been IDATE's Scientific Consultant since 1 January, 2002. Among other things, he is the editor in chief for the COMMUNICATIONS & STRATEGIES review, oversees the internal research programme and represents IDATE within academic networks.

- **Philippe COSTE, Director of International Development**

**Philippe COSTE** has been IDATE's Director of International Development since mid-December 2001. His principal mission is to consolidate the international dimension of the Institute's activities and its sphere of influence. To this end, he is particularly responsible for running and developing the activities of the IDATE Foundation, as well as co-ordinating the publication and distribution of the DigiWorld report.

- **Laurence MEYER, Head of Media Economics Department**

Laurence Meyer joined IDATE in November 1998 as Senior Consultant in the Media Economics Department.

Within the Institute, her work mainly embraces the different areas of television (production, publishing and broadcasting) and the major issues affecting this sector over the medium term (digital TV, interactive TV, VOD, etc.). In this context, she is frequently involved in strategic studies conducted on a Europe-wide scale.

She was formerly engaged as a consultant economist at B.I.P.E., where she monitored the various markets making up the communications sector. This enabled her to acquire further skills in the cinema, Internet and image telecommunications sectors, as well as in the areas of Consumer Electronics and phonographic publishing.

Laurence Meyer holds a "Magistère" diploma in Economics (University of Aix-Marseille II - 1991).

- **Didier POUILLLOT, 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 Analysis 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.

- **Frédéric PUJOL, Head of Network & Service Strategy 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).

- **Jean-Dominique SEVAL, Sales & 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.

- **Bruno TEYTON, Head of Marketing & Forecasting Department**

Bruno Teyton joined IDATE in 2000 and currently holds the position of Director of the Department of Marketing and Forecasting. He is involved in statistical surveys of corporate markets (equipment, services, budgeting, choice of operators). His tasks are concerned with the creation of tools of the panel type, price benchmarks, market assessments, assistance in launching new services.

Bruno Teyton is a statistical economist with a degree from ENSAE and holder of a post-graduate diploma in industrial economics.

- **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, teleactivities 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.

## 7.IDATE : Consultants and Skills

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