



## **Georgetown Center News**

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The Georgetown Center for Business and Public Policy

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### **Georgetown Center Co-hosts Conference on Wireless Technology**

On April 17<sup>th</sup>, a group gathered at the National Press Club to participate in a conference focused on the horizon for wireless technologies and innovation. The event, entitled "Wireless Technologies: Enabling Innovation and Economic Growth," brought together interested academics, economists, industry insiders, and government officials, and was co-hosted by the Georgetown Center for Business and Public Policy at Georgetown University and the Center for Research on Telecommunications Policy at the University of California, Berkeley.

The conference opened with brief introductory comments from John Mayo, Executive Director of the Georgetown Center for Business and Public Policy, and Glenn Woroch, Executive Director of the Center for Research on Telecommunications Policy. The keynote address was made by Steve Zipperstein, General Counsel and VP of Legal and External Affairs at Verizon Wireless. Mr. Zipperstein opened the conference by speaking to the urgent need for allocating spectrum to public safety officials in order to enhance their response times and effectiveness.

After the keynote address, the first panel of the day discussed the state of the wireless sector in the U.S. The panel included Ingo Vogelsang from Boston University, and Gerald Faulhaber of the University of Pennsylvania with Glenn Woroch of the University of California, Berkeley acting as moderator. Dr. Faulhaber spoke to the economic and social impacts of mobile telephony, highlighting the rapid growth in wireless only households in the U.S. Dr.

Vogelsang presented his findings from a survey of the relationship between mobile and fixed line communications.

The second panel of the day, which included economists from the European Investment Bank, LECG, and ETLA, addressed the impediments and facilitators for adoption of wireless innovation. Dr. Harald Gruber of the European Investment Bank presented his research into the diffusion of innovations in mobile communications, which discussed the different drivers of innovation and the effects of competition on advancing technologies. Dr. Anne Layne-Farrar discussed her findings of the trend of royalty stacking effect among firms operating in 3G. Dr. Heli Koski spoke of research into mobile handset production and presented the conclusion that new product introductions result in greater firm value in a technologically dynamic market wherein technology is constantly evolving.

The third panel, comprised of academics from the Technology Policy Institute and MIT, as well as an economist from the Federal Communications Commission, discussed emerging wireless technologies and enabling spectrum policy. Discussant Tom Hazlett of George Mason University, offered commentary on the panelists' research, highlighting Scott Wallsten and John Mayo's current research on the importance of analyzing the role of secondary spectrum market in efficient wireless communications, as well as the need for more advanced research into this area.

The last discussant panel of the day included academics from Stanford University, the U.S. Naval Academy, and the University of California, Berkeley. The panel discussed structural change and regulatory intervention in wireless markets. Panelists Brendan Cunningham of the U.S. Naval Academy and Greg Rosston of Stanford University spoke about the role of net neutrality in market concentration and voice and data communication pricing. After the discussion on structural change and regulatory intervention concluded, a final panel including representatives from CTIA as well as economists from the Federal

Communications Commission and AT&T who reflected on the outlook for innovation and growth in the industry.

For more information about the wireless technologies conference or upcoming events, please visit the Georgetown Center for Business and Public Policy's website at <http://cbpp.georgetown.edu/>. There is a follow-up conference planned for the Fall of 2009.