



COST Action IS0605: Econ@Tel **A Telecommunications** **Economics COST Network**

COST Action in the Domain Individuals, Society, Culture, and Health (ISCH)

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Agenda and Location Infos **2nd Econ@Tel Public Workshop** **September 22, 2011 in Budapest, Hungary**

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For more information on this document or the Action, please contact the Action's Chair:

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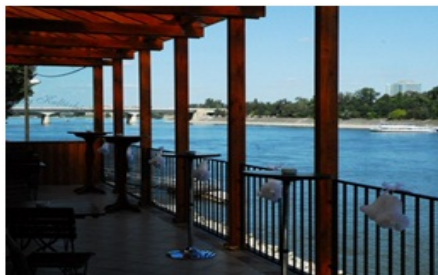
1 Meeting Location

Location: Rozmaring Event House
Floor/Room: Room Markov (to be confirmed)
Address: Árpád Fejedelem útja 125
City: H-1036 Budapest,
Country: Hungary
Phone: + 36-1-367-1301 (Restaurant only)
Web: <http://www.rozmaringkertvendeglo.hu>

Local Hosts: Dr. Zsuzsanna Kósa, Dr. Trihn Ahn Tuan

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Pictures:



2 Agenda Econ@Tel 2nd Public Workshop (Budapest)

Thursday, September 22, 2011

Timing	Partner	Task
9.00 – 9.15	All	Registration
9.15 – 9.30	All	Welcome: Zsuzsanna Kósa, Burkhard Stiller
9.30 – 11.00	All	Session 1 – Investment into Telecommunications Session Chair: Burkhard Stiller Sandro Mendonca (PT): Telecommunications in the Lens of a New Indicator: Trademarks as an Indicator of Innovation and Competitive Advantage Sofie Verbrugge (BE): Drivers and Barriers for Potential City Network Deployment David Jorjoliani, Zviad Kirtava (GEO): Products Distribution Network m-management – Business Application Model for Mobile Phones
11.00 – 11.30	All	Coffee Break
11.30 – 13.00	All	Session 2 – Content for the Users Session Chair: Sergio Ramos Daphna Shwarts-Asher (IS): Social Communication Behaviors of Virtual Leaders Bruno Tuffin (FR): Budget-limited Advertising Game on Sponsored Search Engines in Competition. Impact on Engine Ranking. Sergio Ramos (SP): Social Media and User Behaviour: Preliminary Results from the Facebook Context
13.00 – 14.00	All	Lunch Break
14.00 – 15.30	All	Session 3 – Regulation for Development Session Chair: Zsuzsanna Kosa Antonis Hadjiantonis (CY): Policy Control for LTE/FI Claudio Feijoo (SP): Ultrabroadband and Services of the Future Zsuzsanna Kosa (H): Future of the Regulation in ICT
15.30 – 16.00	All	Coffee Break
16.00 – 18.00	All	Session 4 – Communications for the Needy Session Chair: Zviad Kirtava Gill Whitney (UK): The Social and Economic Benefits of Accessible and Usable Information and Communication Technology Zviad Kirtava (Georgia): Mobile Telecommunication Tariffs and Needy – Georgian Overview M. Ovando Chico (Spain): Techno-economic Assessment of Providing Universal Service with LTE L-F Pau (Denmark): Progress on Social Mobile Communications Tariffs Analysis and Impact in Society
18.00		End