

Embracing the Cloud: Enabling Connectivity and Innovation

17 – 20 January 2010



Call for Participation

17-20 January 2010
Hilton Hawaiian Village Beach®
Resort and Spa
Honolulu, Hawaii USA

Proposals are now being accepted for PTC'10

Submit online at www.ptc.org

Submission deadline:
6 July 2009

A fundamental shift is occurring in the communications and IT industries. Ever more applications and services are moving from dedicated networks and end-user devices to servers on the Internet. No facet of either the telecom or IT industry will remain untouched by this transformation.

PTC'10 will highlight the impact of the rapid evolution of cloud computing on communications carriers, capacity providers, providers of undersea cables and satellite services, application developers, media and content providers, and end users.

The growth of network-based services promises to accelerate the pace of change in an already turbulent industry and to disrupt established business models by bringing once distinct industries into competition with one another. These changes will present

both challenges and opportunities for telecommunications service providers. While telecoms may lose some voice customers to cloud-based services, they may also be able to tap into new revenue sources such as remote data storage and server virtualization. Cloud-based services highlight the importance of telecommunications providers' core service: connectivity. Cloud-based services, after all, can perform no better than the networks over which they are delivered.

The non-linear and disruptive nature of changes brought about by cloud computing will have impacts not only on traditional service providers, but also on distribution channels and application providers. A wealth of new applications will delight (and occasionally frustrate) users. Innovative solutions will be required from providers and suppliers.

The uncoupling of network access from applications and the blurring distinctions between categories of services will also present new challenges for regulations, which have not historically distinguished between applications and networks. Critical policy debates and regulatory responses will ensue with far reaching consequences as markets and services morph. And along with it all, the opportunity for telecoms to help build a smarter planet has never been greater.

At PTC'10, providers, suppliers, users, regulators, policy makers, researchers and analysts will participate to share and learn at the most senior-level and comprehensive telecommunications conference in the Asia-Pacific region.

Your thought-provoking proposals are welcome!

www.ptc.org

TOPICS

Proposals are especially encouraged but not limited to these broad topic areas:

1. The network is the computer: What cloud computing means for infrastructure providers and services

The Internet — and the entire information technology industry — is entering a new phase. Many different names are used to describe it: cloud computing, Web 2.0, and Software as a Service, for instance. Whatever the name, there is a common theme: individuals and companies are using the Internet to access computing services offered by third parties. These services include Web-based e-mail (e.g. Yahoo! Mail or hotmail), office applications (e.g. Google Apps and Salesforce.com), online storage and back-up, and online social networks (e.g. Facebook). Cloud computing offers the promise of more reliable, more versatile and more affordable computing. It could enable new forms of online collaboration and lead to all sorts of unanticipated new Internet applications — but only if users have reliable, ubiquitous network connections that enable them to reach the cloud.

- How can network providers take advantage of the rapidly-growing demand for cloud services to attract new customers and generate additional revenue?
- Will users and providers of cloud-based services put new demands on the network and network providers?
- Could cloud service providers pose a competitive threat in the corporate telecom market?

- What role exists for wholesale carriers in the cloud computing marketplace?

2. **Users take control: Consumer-centric communications and user-generated applications**

Until recently, a telephone was used to make phone calls, the Internet was a communications network for computers, and content was something created by professionals, for consumers. Today, the lines between these categories are no longer clear. A modern smartphone is a web-browsing, blogging, emailing and instant-messaging appliance that plays music and videos, and happens to make phone calls. Computers still compute, but they are also used to make phone calls, watch (or make) movies and update social network webpages. The lines between content and communications are also becoming blurred through the rapid growth of cloud-based services such as Facebook and Twitter, which are as much a website as a communications service.

- Does this new world of consumer-centric communications and user-generated content benefit or threaten telecommunications service providers?
- How have consumer use and expectations of communications services changed?
- Are the interests of smartphone makers and mobile network operators diverging?
- What new services are on the horizon?
- Is a clash between cloud-based service providers (such as Google, Skype, and Amazon) and network operators inevitable, or is there a basis for collaboration between the two?

3. **Opportunities at the base of the pyramid: Connecting the unconnected**

In the past decade, the rapid spread of mobile telephony as well as fixed and wireless broadband have changed the lives of billions of people in major cities around the globe. However, billions of people in rural areas, developing countries, or small island nations still lack reliable or affordable access to voice and broadband services.

Can business solve this problem?

- Is there a business case for extending broadband and voice services to un-served regions and customers?
- How can governments and international organizations help?
- What role do international network operators play?
- How can cloud-based services better serve rural and remote areas, and small and developing nations of the Asia-Pacific region? Will access be accelerated through the cloud?

4. **Mobile broadband: Innovation and ubiquity**

Asian service providers lead the world in the deployment, adoption and innovation of mobile broadband services. Extremely fast networks are making 'mobile Internet' services — some playful, some productive — a way of life in the wealthiest, market-led economies. But China, the world's largest mobile market, has barely begun 3G, let alone the emerging 4G future. Similarly, rural populations throughout the Asia-Pacific region have years to wait before mobile broadband reaches the countryside.

- What is the next chapter in service evolution as Long Term Evolution (LTE) comes on line in 2010?
- Will economic efficiencies of the new technologies make universal mobile broadband possible?

5. **Smart cities, smart planet**

Can telecom make the world more 'intelligent'? As IP becomes embedded 'everywhere' in public infrastructure — in roadway traffic systems, energy grids, public safety networks, healthcare, identity management and more — how will network services and IT shape the future?

- How will cities and public services evolve as IP becomes truly ubiquitous, touching every aspect of life?
- What new services will appear on the level of personal communications — especially on mobile devices — that will bind the virtual world more closely with the physical?
- How will we communicate with the universe of data that is making our planet 'smarter'?

6. **How governments and civil society are shaping networks**

Civil society, the research and education community, and the public sector are all shaping the evolution of networks and their applications. In some cases, they will be early adopters, helping to define standards and influence business practices. In a telecommunication market that is growing increasingly competitive, they will have more choices and thus more influence.

Governments and broadband access:

- How are governments' IT policies and spending shaping the next-generation Internet?
- How can governments accelerate network access to the un- and under-served?
- What is the relationship between network access and economic development?

Democracy and civil society:

- How can NGOs and advocacy groups influence business practices and government policies?

- Will next generation networks and services pose new ethical issues (e.g. privacy) and liability concerns?
- What policy changes might do the most to harness the capabilities of the cloud for civic engagement?
- What examples are there of the use of cloud-based services by NGOs to succeed in their missions?

Education and research:

- How will the research community shape the technologies that will define the next generation of networks, cloud computing, wireless applications, and other new services?
- What role will the research community play in demonstrating the potential of new technologies?
- How can network providers partner with early adopters in the research and education community?
- How can schools in less developed economies best tap into cloud resources?

Regulation:

- How will carriers be impacted by regulatory issues in SE Asia and elsewhere regarding structural vs. functional separation for the framework of wholesale services?
- How will issues currently being raised in legislative and regulatory venues regarding privacy protection, security, reliability and liability, data ownership, use and retention, as well as 'net neutrality' affect carriers, customers and the use of the cloud?

7. How networks are shaping government and civil society: Serving the non-commercial sector

Social networks and other tools for online collaboration are giving governments powerful new ways to engage citizens, empower employees, and provide government services. By using Wikis and

Web logs to refine policy positions and mobilize citizens to address local problems, federal, state, and local governments are saving money while being more responsive to citizens' needs. Similarly, non-profit organizations, colleges and universities, and other non-governmental organizations are using the Internet to share information, connect members, organize events, and collaborate with partners. The 2008 U.S. Presidential campaign, in which the Obama campaign used the Internet to mobilize millions of volunteers and organize more than 100,000 events, demonstrated the power of these tools for decentralized, grass-roots organizing.

- How will Web 2.0, social networks, and the cloud empower citizens and governments?
- How will e-government evolve as broadband networks become more affordable and more ubiquitous?
- What new e-government services will be enabled by wireless technologies?
- What new business opportunities are there in the government and non-profit sectors?

8. Revolution in content: Entertainment and media networks collide

If content is king, then indeed there is a revolution to democratize the throne. With ever-expanding availability and affordability of broadband networks, decentralized computing capacity and multi-mode devices, the development and distribution of all forms of entertainment and media are being transformed to include ever-growing user-generated content distributed through multiple channels.

- Can provider-bundled services such as IPTV survive in the onslaught of YouTube?
- What will be the new norm in media as the Internet begins to dominate over traditional radio, television and print as both content source and distribution medium?

- Can broadcasters, telecoms operators and others continue to operate successfully in their own vertical markets?
- Who are the new content players and what are their broadband network requirements?
- How will satellite, undersea cable and terrestrial network providers capitalize on the demands of new content players?
- Will user-generated content become the new king?

9. Other

Proposals are welcome for topics not covered above that provide insight and thought leadership on significant issues. Areas might include but are not limited to:

- Recovery directions for the industry in challenging economic conditions.
- Efforts to build a 'green' telecom industry and change behaviors that degrade the environment.

10. Hot topics

Do you have something that's both earth-shaking and late-breaking? If so, you can submit even after the CFP deadline. This is not a venue for new product or personnel announcements, but only for significant business, policy, regulatory, economic or social developments that have potentially serious implications for a significant number of PTC members. If you think you have something that fits, let us know as soon as you can, and we'll consider it. This is not for proposals that could otherwise have been submitted by the regular 6 July deadline. Proposals submitted under this process will be held to an unusually high standard.

JOURNAL PUBLICATION

New for PTC'10: Journal Publication Opportunity

Academic papers presented at PTC'10 may be invited for inclusion in a refereed special issue of the ISI Indexed *Journal Telecommunications Policy*, with Guest Special Editors Richard Taylor and Heather Hudson. Papers will be reviewed for consideration immediately following PTC'10.

To be accepted for publication, papers submitted for *TP* must conform to *TP*'s style requirements, and be of high quality consistent with *TP*'s standards. This will meet the requirements of most academic programs for publication in an 'indexed journal'.

RESEARCH AWARDS

PTC is pleased to offer two named awards for excellence in research:

The **O.S. Braunstein Prize** for best student research paper and the **Meheroo Jussawalla Research Paper Prize** for best overall participant research paper at PTC'10.

For submission details, please refer to the online submission form on the PTC website.

PROPOSAL OPTIONS

1. Featured Speaker
2. Managed Session
3. Presentation for a Topical Session
4. Industry Briefing
5. Workshop/Tutorial/Sponsored Sessions and Partner Organization Seminars & Summits
6. Birds-of-a-Feather
7. Research Paper
8. Student Paper
9. Other: Suggestions for audience engaging formats at PTC'10 are welcome. Possibilities include debates and other ways to enable more audience participation such as audience surveys, group topic discussions, etc.

No proposal that is a product or service pitch or otherwise focuses on the company/organization itself will be accepted. PTC's tradition is for presenters and panelists to provide knowledgeable industry insights and views of topics valuable to a broad range of conference delegates and interests, not commercial or public relations for themselves.

DEADLINES

Proposals as well as complete student papers due: **6 July 2009**

Acceptance notifications: **Late August 2009**

Complete participant research papers for Meheroo Jussawalla prize award:
14 September 2009

All final papers/presentations for the online conference proceedings due:
4 December 2009

GUIDELINES

Competition for participation slots at PTC is keen. To improve your chances of being selected, please note the following:

- Submit a well-crafted abstract per the online submission form that clearly defines the problem or issue, summarizes the main points, and captures your key conclusions and recommendations. Vague or incomplete proposals are often rejected.
- Be sure to explain why your approach is significant.
- Focus on strategic directions, not specific technicalities.
- Do NOT submit commercial or product promotions.

Research Paper

If you are submitting a proposal for a research paper and would like to be considered for the Meheroo Jussawalla prize award, please clearly indicate this in the online submission form. Research prizes are adjudicated separately after proposal

HOW TO SUBMIT A PROPOSAL

Submit online at www.ptc.org

Deadline: 6 July 2009

For additional queries, please contact Ms. Jamie Wan-Lopaz at jamie@ptc.org
Tel: +1.808.941.3789, ext 124
Fax: +1.808.944.4874

OTHER OPPORTUNITIES FOR PARTICIPATION AT PTC'10

You can further increase your organization's exposure and presence at PTC'10 by sponsoring an event or delegate item, or through a private meeting room or display. For more information, please contact Ms. Sharon Nakama at snakama@ptc.org
Tel: +1.808.941.3789 ext. 110
Fax: +1.808.944.4874.

acceptance. If your proposal is accepted, the complete paper must be received for review by **14 September 2009**.

Student Paper

If you are submitting a student paper and would like to be considered for the O. S. Braunstein prize award, please clearly indicate this in the online submission form.

NOTE: A complete paper, NOT proposal has to be submitted by 6 July 2009.

PR Firm

If you are a PR firm, please be advised that the PTC conference only accepts proposals for the senior-most person from one organization. Multiple submissions for speakers from one organization are likely to be rejected.

Accepted speakers and chairs register at a discounted rate.

Proposal submission deadline: **6 July 2009**. Late submissions have little chance of acceptance.

SUBMIT PROPOSALS ONLINE AT WWW.PTC.ORG