

Contents

Introduction	1
Brigitte Preissl, Justus Haucap, and Peter Curwen	
Part I Theoretical Perspectives	
General Access Payment Mechanisms	17
Izak Atiyas, Toker Doganoglu, and Martin Reichhuber	
Competition and Cooperation in Internet Backbone Services	41
Margit A. Vanberg	
A Behavioral Economic Interpretation of the Preference for Flat Rates: The Case of Post-paid Mobile Phone Services	59
Hitoshi Mitomo, Tokio Otsuka, and Kiminori Nakaba	
Regulation of International Roaming Charges – The Way to Cost-Based Prices?	75
Morten Falch, Anders Henten, and Reza Tadayoni	
Part II Internet Issues	
Substitution Between DSL, Cable, and Mobile Broadband Internet Services	93
Mélisande Cardona, Anton Schwarz, B. Burcin Yurtoglu, and Christine Zulehner	
Search Engines for Audio-Visual Content: Copyright Law and Its Policy Relevance	113
Boris Rotenberg and Ramón Compañó	

Search Engines, the New Bottleneck for Content Access	141
Nico van Eijk	
E-Commerce Use in Spain	157
Leonel Cerno and Teodosio Pérez Amaral	
Part III Broadband Issues	
The Diffusion of Broadband-Based Applications Among Italian Small and Medium Enterprises	175
Massimo G. Colombo and Luca Grilli	
Drivers and Inhibitors of Countries' Broadband Performance – A European Snapshot	187
Nejc M. Jakopin	
The Telecom Policy for Broadband Diffusion: A Case Study in Japan	207
Koshiro Ota	
Part IV Mobile Drivers	
Mobile Termination Carrier Selection	223
Jörn Kruse	
Countervailing Buyer Power and Mobile Termination	237
Jeffrey H. Rohlfs	
National Roaming Pricing in Mobile Networks	249
Jonathan Sandbach	
Can Competition Be Introduced Via the Issue of New Mobile Telephony Licences: The Experience of 3G Licensing in Europe	265
Peter Curwen and Jason Whalley	
Does Regulation Impact the Entry in a Mature Regulated Industry? An Econometric Analysis of MVNOs	283
Delphine Riccardi, Stéphane Ciriani, and Bertrand Quélin	
Part V Business Strategy	
Exploring Technology Design Issues for Mobile Web Services	309
Mark de Reuver, Harry Bouwman, and Guadalupe Flores Hernández	

Business Models for Wireless City Networks in the EU and the US: Public Inputs and Public Leverage	325
Pieter Ballon, Leo Van Audenhove, Martijn Poel, and Tomas Staelens	
Managing Communications Firms in the New Unpredictable Environments: Watch the Movies	341
Patricia H. Longstaff	
Shareholder Wealth Effects of Mergers and Acquisitions in the Telecommunications Industry	363
Olaf Rieck and Canh Thang Doan	
Part VI Emerging Markets	
Next Generation Networks: The Demand Side Issues	397
James Alleman and Paul Rappoport	
Technical, Business and Policy Challenges of Mobile Television	417
Johannes M. Bauer, Imsook Ha, and Dan Saugstrup	
A Cross-Country Assessment of the Digital Divide	433
Paul Rappoport, James Alleman, and Gary Madden	
Russian Information and Communication Technology in a Global Context	449
Svetlana Petukhova and Margarita Strepetova	
Part VII New Perspectives on the Regulatory Framework	
The Regulatory Framework for European Telecommunications Markets Between Subsidiarity and Centralization	463
Justus Haucap	
Surveying Regulatory Regimes for EC Communications Law	481
Maartje de Visser	
Innovation and Regulation in the Digital Age: A Call for New Perspectives	503
Pierre-Jean Benghozi, Laurent Gille, and Alain Vallée	