

BEYOND THE DIGITAL DECADE: NEW RULES, NEW CHALLENGES FOR DIGITAL PLATFORMS AND TELECOMS

WIK Conference, 24 - 25 September 2024
Fondation Universitaire, Rue d'Egmont 11, 1000 Brussels, Belgium

Programme

1st day: 24 September 2024

**IMPLEMENTING EUROPE'S NEW ACQUIS ON
DIGITAL PLATFORMS**

08:30 – 09:00 *Welcome & Registration*

09:00 – 10:30 **IMPLEMENTING EUROPE'S NEW DATA SHARING RULES**

New rules for data sharing will enter into force in Sept 2025. Amongst other provisions, the legislation seeks to facilitate access to data generated by connected products, ensure fair terms for data sharing and facilitate switching between cloud providers. In this session we explore what steps will be needed to implement the new rules and how businesses can take advantage of the opportunities for data access and porting.

Chair: *Philippe Defraigne, Founding Director, Cullen International*

Bjoern Juretzki, Head of Unit Data Policy and Innovation, DG CNECT European Commission

Jeremy Rollison, Head of EU Policy, Microsoft

Annemarie Sipkes, Director for Telecom and Post, ACM –
responsible for the implementation of the DSA, P2B, DGA, DMA and DA

Claude Rapoport, President, Beltug (business end-user association)

10:30 – 11:00 *Break*

11:00 – 12:30 **LESSONS FROM THE FIRST YEAR OF THE DIGITAL SERVICES ACT**

The Digital Services Act has introduced new measures which seek to protect consumers from hate speech and misinformation online, including requirements regarding content moderation and risk assessment for very large online platforms. These provisions (and the ability of the European Commission and national Digital Service Co-ordinators to effectively enforce them) will be tested to the full with upcoming elections and the inclusion of pornographic platforms within the list of very large online platforms. The Commission has already announced formal proceedings for non-compliance against X and TikTok under the DSA. Platforms will also need to comply with new requirements stemming from the DSA around transparency in advertising and the ban on exposing children to targeted advertising based on their personal data. In this session, following a keynote introduction from Rita Wezenbeek, Director for Platforms Policy and Enforcement at DG CNECT, European Commission, we will hear from Digital Service Co-ordinators, academics, large platforms and civil rights organisations about progress in implementation and the challenges that lie ahead.

Chair: *Michèle Ledger, Head of Media, Cullen International*

KEYNOTE

Rita Wezenbeek, Director for Platforms Policy and Enforcement, DG CNECT, European Commission

Benoît Loutrel, Board member, ARCOM

Camilla Bustani, Director International, Ofcom

Alessandro Polidoro, Digital Rights advocate and technology lawyer

Marisa Jimenez Martín, Director of Public policy and Deputy Head of EU Affairs, Meta

Lukas Wiewiorra, Head of department, WIK

12:30 – 13:30 *Lunch*

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13:30 – 15:30 ENFORCING THE DIGITAL MARKETS ACT

The Digital Markets Act seeks to promote fair and open digital markets by applying constraints on the conduct of gatekeeper platforms. Key requirements include prohibitions on self-preferencing and steering, enabling alternative app stores and direct downloads of applications, support for vertical interoperability and requirements to make key data including advertising data available to competitors and/or customers. In this session, Alberto Bacchiega, Director for digital platforms at DG Comp, European Commission will provide an overview of the initiatives taken to enforce the DMA. His keynote speech will be followed by two mini-panels in which industry representatives discuss issues relating to (i) mobile ecosystems; and (ii) search and advertising.

Chair: Ilsa Godlovitch, Director Brussels, WIK-Consult

KEYNOTE **Alberto Bacchiega**, Director for digital platforms at DG Comp, European Commission

MOBILE ECOSYSTEMS

Myrto Tagara, Associate Competition Counsel, Google

Álvaro Pinto, COO and co-founder, Aptoide

Gary Davis, Senior Director Regulatory Legal, Apple

SEARCH AND ADVERTISING

Carolina Lorenzon, Director, International Affairs, MFE MEDIAFOREUROPE N.V.

Matej Žežlin, Public Affairs Manager, HOTREC

Aurélien Mähl, Senior Public Policy Manager, DuckDuckGo

15:30 – 16:00 Break

16:00 – 16:30 KEYNOTE: ENSURING FAIRNESS FOR CONSUMERS IN THE DIGITAL AGE

The European Commission is due to report on its fitness check on EU consumer law before Summer 2024. A key question the initiative will address is whether additional action is needed to ensure fairness for consumers in the digital age. In this keynote address, we hear from Nils Behrndt, the Deputy Director General at DG JUST about the progress of this exercise and next steps.

Chair: Cara Schwarz-Schilling, General Manager, WIK

KEYNOTE **Nils Behrndt**, Deputy Director-General for Digital transformation, Justice and Consumers, DG JUST European Commission

16:30 – 17:00 KEYNOTE: DIGITAL ACHIEVEMENTS AND CHALLENGES FOR THE NEW COMMISSION

Renate Nikolay, Deputy Director General at DG CNECT, European Commission reflects on the achievements of the Von der Leyen Commission in the digital field and highlights remaining challenges and opportunities for the years ahead.

Chair: Cara Schwarz-Schilling, General Manager, WIK

KEYNOTE **Renate Nikolay**, Deputy Director General, DG CNECT European Commission

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17:00 – 18:00 EUROPE'S NEW PLATFORM RULES - FIRST IMPRESSIONS AND EARLY LESSONS

In this session, leaders from academia, citizens' rights groups and industry discuss their experience with the new EU digital acquis.

Chair: Cara Schwarz-Schilling, General Manager, WIK

Vanessa Turner, Senior Advisor, BEUC

Annemarie Sipkes, Director for Telecom and Post, ACM –
responsible for the implementation of the DSA, P2B, DGA, DMA and DA

Alexandre de Streel, Professor Namur University, Academic Director CERRE, Visiting
Professor College of Europe and Sciences Po Paris

Jan Penfrat, Senior Policy Advisor, EDRI

Daniel Friedlaender, Senior Vice President & Head of Office, CCIA Europe

18:00 – 19:00 Cocktails

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2nd day: 25 September 2024

TELECOMS POLICY: TIME FOR A RETHINK?

08:30 – 09:00 *Welcome*

09:00 – 10:00 **PRIORITIES AND ACHIEVEMENTS IN DIGITAL INFRASTRUCTURE**

In this session Kamila Kloc, Director, Digital Decade and Connectivity at the European Commission and Tonko Obuljen discuss the priorities for the European Commission and BEREC in meeting Europe's digital infrastructure needs.

Chair: Cara Schwarz-Schilling, General Manager, WIK

KEYNOTE	Kamila Kloc , Director, Digital Decade and Connectivity, DG CNECT, European Commission
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KEYNOTE	Tonko Obuljen , Chair BEREC, HAKOM
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10:00 – 10:10 **KEYNOTE: KEY ISSUES FOR CONSUMERS IN TELECOMS**

In this keynote speech, the newly appointed Director General of BEUC Agustin Reyna, will provide an overview of the main concerns and positive experiences of consumers when subscribing to and using telecom services in Europe.

Chair: Cara Schwarz-Schilling, General Manager, WIK

KEYNOTE	Agustin Reyna , Director General, BEUC
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10:10 – 11:35 **KEYNOTE DEBATE: FUTURE RULES FOR THE TELECOM SECTOR**

In February 2024, the Commission launched a white paper with wide-ranging proposals for the future regulation of the telecom sector. These include proposals to expand the scope of the EU Electronic Communications Code to include cloud, set a target of 2030 for copper switch-off, phase out ex ante regulation, introduce an EU-wide virtual access product, harmonise spectrum authorisation processes, and establish a country of origin principle for certain activities in the telecom field. In this session, we hear the perspectives of the Commission, BEREC and leading industry representatives on these proposed new measures.

Chair: Philippe Defraigne, Founding Director, Cullen International

Kamila Kloc, Director Digital Decade and Connectivity, DG CNECT, European Commission

Robert Mourik, Commissioner ComReg, BEREC Chair 2025

Juan Montero Rodil, Telefonica Group Chief Public Policy, Competition & Regulatory Officer

Richard Feasey, Senior advisor CERRE, Inquiry Chair UK Competition & Markets Authority

Federico Boccardi, Head of Connectivity Policy Europe for Amazon Web Services

Agustin Reyna, Director General, BEUC

11:30 – 12:00 *Break*

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12:00 – 13:00

DEBATING THE CASE FOR CONSOLIDATION

In recent years we have seen a renewed push for in-market consolidation with high profile mobile merger cases in countries such as Spain and the UK. The business model underlying infrastructure companies including Towercos and fibre JVs is also based on limiting duplication in infrastructure and maximising wholesale market shares. In this session we hear from competition authorities and operators about the benefits and threats of consolidation and debate how far competition policy should go in constraining these developments.

Chair: Ilsa Godlovitch, Director Brussels, WIK-Consult

KEYNOTE

Carlota Reyners Fontana, Director IT and Digital, DG Competition of the European Commission

Ben Wreschner, Group Regulatory Policy Director, Vodafone

Luigi Di Gaetano, Deputy Head AGCM (Italian competition authority)

Peter Alexiadis, Visiting Professor Kings College London, CERRE

13:00 – 13:20

DEVELOPMENTS IN STATE AID IN THE WAKE OF THE NEW BROADBAND GUIDELINES

In this session, we hear how State aid control has evolved following the adoption of the 2022 EC Broadband Guidelines. A key focus will be on how State aid control has been used to support achievement of the Digital Decade Policy targets. The implications of the new Guidelines on the determination of the market failure areas and intervention thresholds as well as on wholesale access obligations will also be explored.

Chair: Ilsa Godlovitch, Director Brussels, WIK-Consult

Krzysztof Kuik, Head of Unit, ICT State Aid DG COMP, European Commission

13:20 – 14:20

Lunch

14:20 – 15:10

ACHIEVING THE GIGABIT CONNECTIVITY TARGETS - CASE STUDIES AND LESSONS LEARNED

In this session, we hear from regulatory authorities about the strategies they used to achieve universal Gigabit coverage and full 5G.

Chair: Cara Schwarz-Schilling, General Manager, WIK

Daniela Brönstrup, Vice-President BNetzA

Emmanuel Gabla, Member of Board ARCEP

Dan Sjöblom, Director General, Swedish Post & Telecom Authority (PTS), Chair of The European Regulators Group for Postal Services (ERGP)

15:10 – 15:35

IMPLEMENTATION CHALLENGES IN BROADBAND: THE GERMAN EXPERIENCE WITH COPPER SWITCH-OFF AND MORE

In this session, we hear how the German authorities have addressed practical challenges relating to the implementation of the EECC. Topics addressed will include Germany's preparations and trials for copper switch-off and its approach to defining "adequate broadband" in the context of the Universal Service obligation. The role of Germany's industry group, the broadband forum will also be explored.

Chair: Philippe Defraigne, Founding Director, Cullen International

Cara Schwarz-Schilling, General Manager, WIK

15:35 – 16:00

Break

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16:00 – 17:30

PREPARING FOR THE NEW GIGABIT INFRASTRUCTURE ACT

The new Gigabit Infrastructure Act must be implemented within the coming year. In this session we focus on how new provisions in the Act such as those on in-building fibre infrastructure, access to public facilities, and transformation of permitting systems can be implemented with the benefit of experience from authorities that are ahead of the curve.

Chair: Ilsa Godlovitch, Director Brussels, WIK-Consult

Jürgen Kühling, LL.M., Professor Regensburg University

Wolfgang Kopf, SVP Group Public & Regulatory Affairs, Deutsche Telekom AG

Klaus Steinmaurer, Executive Director Telecommunications and Postal Services, RTR-GmbH

Daniel Pataki, Director of Regulation and European Affairs Cellnex

Sonia Strube Martins, Senior Economist, WIK

17:30

Conference close