

SPECTRUM AUCTIONS - METHODOLOGY & PRACTICE



VENUE

Engineers Australia
Level 11, 108 King William Street
ADELAIDE SA 5000

DATE & TIME

Tuesday 16th September 2014
5:45pm for 6:00pm start

TICKETS (incl. GST)

Members of EA, IEEE, IET or TelSoc	FREE
Non-Members	\$30.00

REGISTER ONLINE

<http://tinyurl.com/m4klfj5>

Please register your attendance online by 15/9/2014. No refunds for cancellation however a substitute will be accepted. Please advise the name of the substitute prior to the event. ABN 63 020 415 510

For further information:

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Member Programs Coordinator -
Ashlea Klingberg
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sa@engineersaustralia.org.au

Presentation by Professor Reg Coutts Chairman, Telecommunications Society; Managing Director, Coutts Communication

From an economic theory in the 1950's to eventual implementation beginning in the 1990s, Governments and their regulators have utilised increasingly sophisticated auctions over the internet decide on the allocation of spectrum in high demand to telecommunications companies.

Reg has been actively involved in spectrum auctions since the mid 1990's when at the University his team first assisted clients in Australia such as Vodafone to 'play effectively' in the 800/1800MHz auctions. Reg and team members then assisted clients in Europe and Asia with auctions using the SMR auction methodology.

From 2010, Reg was an ACMA Authority member when Australia in 2013 auctioned the 700MHz and 2.5GHz using the more complex CCA auction methodology which raised nearly \$2billion for the Government. In early 2013, Reg and one of his former team assisted a regional Telco in Canada to 'play effectively' against the large Telcos there.

This talk will take the attendees through the evolution of auction methodology from a radical to orthodox method to efficiently allocate spectrum much in demand to mobile telecommunications players explaining the development of internet supported auction methodologies of SMR and CCA along with the myriad of constraints like spectrum caps and set-asides!



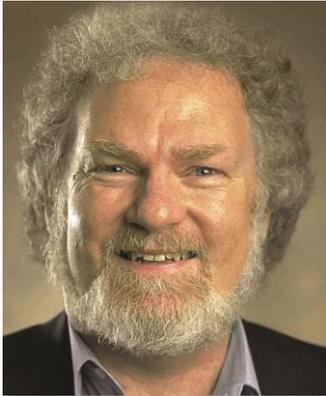
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About the Speaker

After 17 years in Telstra from 1976 till 1993 covering research through to executive management when Dr Coultts was appointed to the Professor of Telecommunications at the University of Adelaide with the key role to build links between the University and the telecommunications industry. At the end of 2003 Professor Coultts left the University and establish Coultts Communications providing strategic advice to government and industry both in Australia and overseas.

Reg's depth of experience, knowledge and expertise has been particularly recognized in recent times with his appointment to the Government's expert panel in 2008 on broadband and in 2010 and he was appointed a part-time member of the national industry regulator the ACMA. Reg left the ACMA in May 2014 to return to private practice.

Reg holds a BSc, BE (Hons) and PhD degrees from the University of Adelaide and is a Fellow of the Australian Institute of Engineers (IEAust) and a Senior Member of the American Institute of Electrical and Electronic Engineering (SMIEEE) and a Fellow of the Australian Computer Society (FACS). In 2010 Reg became a graduate of the Australian Institute of Company Directors (AICD) and is Chairman of the Australian Telecommunications Association TelSoc formed in 2013.



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