ACMA to host International Training Program this year

The International Training Program (ITP) will be hosted by ACMA for the first time this year. The program was developed by the former ACA in response to requests from international organisations for individual training and work-study programs.

The ITP provides an overview of regulation in Australia's competitive communications environment. It gives participants from countries introducing competition in communications services, or considering introducing competition, a chance to learn from Australia's experiences. The ITP also provides an opportunity for participants to network with individuals from organisations and countries in a similar position to their own, as well as those countries further along the path to open competition.

The ITP has three streams—Technical Operations, Regulation of Telecommunications, Broadcasting and Online Content and Spectrum Management and Frequency Assigning—held in Canberra and Melbourne. With the exception of the Frequency Assigning stream (which is a week-long program) the ITP gives attendees a general overview of topics rather than an in-depth study. Training sessions and material are conducted in English. This year's program will include emerging regulatory issues, such as spam and security, voice over internet protocol and the regulatory implications of convergence.

The next ITP will be held from 14 to 25 November 2005 with a limited number of places available. Registration details will be on the ACMA website later this year. For more information, or to be added to our mailing list, please contact ACMA on telephone +61 3 9963 6822, fax 61 3 9963 6970 or email debbie.pasalidis@aca.gov.au.

ACMA Broadcasting Conference 2005

DRAFT PROGRAM

TUESDAY	8 NOVEMBER
6.00–8.00 pm	Welcome reception and registration Hyatt Hotel Canberra
WEDNESDAY	**9 NOVEMBER - DAY 1** Following the value chain through from content creation to sales and marketing, the first day of the conference examines the key trends and issues shaping the fortunes of businesses in the industry and changing the landscape for regulators and audiences.
7.30 am	REGISTRATION/COFFEE
9.00–10.00	Welcome
10.00–10.40	MORNING COFFEE
10.40–11.50	**What's new and brewing for content creators?** Multi-platform, cross-platform, interactivity, the long tail and event television. What are the implications of technological and industry change for the business of creation? What will it mean for the sort of content made and for how it's bought and sold.
11.50–1.00	**Aggregation**—What does Google mean to channels? Broadband and search engines bring new types of content aggregation. Peer-to-peer networks challenge existing distribution paths and define new audiences. Are there implications for the existing players and their brands?
1.00–2.00	LUNCH
2.00–3.00	**Transmission**—DVB-H; wifi; electricity cables. What's new, fatter or faster in the world of pipes and highways, and what does it mean for existing services and their competitors?
3.00–3.40	AFTERNOON TEA
3.40–4.50	**Access devices**—PCs and DVDs, Playstation and mobile phones. What are consumers using to watch and listen? Changes in devices and their use challenge everyone, from content makers to broadcasters and public interest advocates.
4.50–6.00	**Sales & marketing consumers & advertisers**—How will advertisers spend their budgets to get their message to consumers? How are audiences dividing their attention between competing entertainment and information services? Are there tectonic shifts as well as cyclic change? What regulatory and business tensions can be expected?
7.30	**Dinner**, Hyatt Hotel
THURSDAY	**10 NOVEMBER - DAY 2** Is regulation losing touch with the real world of the industry? Following the first day's analysis of industry trends, Day 2 presents major speeches by two senior regulators from Australia and the UK, together with expert discussion of specific emerging pressure points in existing regulatory frameworks.
8.00 am	REGISTRATION/COFFEE
8.30–9.40	**The ACCC**—Graeme Samuel, Chairman, ACCC
9.40–10.40	**A retrospective**—The UK created a new, merged, converged media and communications regulator 3 years ago. Richard Hooper, Ofcom's Deputy Chair was there at the birth. With perfect timing for Australia's new regulator, he reports on lessons learned, what worked, and what didn't.
10.40–11.20	MORNING COFFEE
11.20–12.30	**The regulation of news and current affairs in a 'distributed' media environment**—Blogging, podcasting and searching are elements of the 'many-to-many' communication revolution. How big is the revolution and what are the effects? Will they take audiences and advertising revenues from existing media, or are they expanding the pie? Do bloggers and podcasters change the landscape so much that existing rules (content regulation, ownership limits) no longer make sense? Can the new participants be regulated? If so, should they be regulated?
12.30–1.30	LUNCH
1.30–2.40	**Non-commercial media**—What's happening to the role of non-commercial media? Public and community broadcasters are both affected by the changes to the media landscape. New opportunities emerge and established conventions are challenged. How will global competition affect public broadcasting policy and funding? How will they respond and what are the implications for the regulation of content or broadcast planning?
2.40–3.50	**Can platform-based regulation cope with blurred industry boundaries?** Existing regulation is based on platform – television, for example or the internet. It relies on industry-specific codes developed by industry organisations. What happens when the edges blur, when hand-held mobile phones or other devices, web services and broadcasters provide similar content? Is confusion and inconsistency inevitable? Does it
3.50	CLOSE

ACMA BROADCASTING CONFERENCE 2005

A two-day event to explore change and its regulatory implications **9 and 10 November** HYATT HOTEL CANBERRA

To register for the conference, go to the ACMA website: **www.acma.gov.au/events** where you can also subscribe to receive updates about the conference.

Asia-Pacific Telecommunity Standardization Program

10TH FORUM MELBOURNE 26 TO 28 OCTOBER 2005

The **forum** will be co-hosted by the Australian Communications and Media Authority and the Asia–Pacific Telecommunity.
A **workshop** on Internet Protocol Telephony and Next Generation Networks will also be held on 25 October 2005.

Registration: www.aptsec.org/meetings/2005/ASTAP10/ASTAP10_Attendancen-Form.doc.
Venue: Rydges Melbourne, 186 Exhibition Street, Melbourne Victoria, Australia.

More information: see the APT website at www.aptsec.org/Program/ASTAP/pastap.html or contact ACMA's International Telecommunications section, telephone +613 9963 6800 or email itt@acma.gov.au.

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