

โครงสร้างกิจการโทรคมนาคม กับการพัฒนาประเทศ

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บัณฑิตวิทยาลัยการจัดการและนวัตกรรม
มหาวิทยาลัยเทคโนโลยีพระจอมเกล้า ธนบุรี



ความรู้พื้นฐานเกี่ยวกับกิจการโทรคมนาคม



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INTRODUCTION

- ✘ Part of the management of telecommunications resources relates to the *legal environment*.
 - + Legal means the rules or laws under which we *must operate*.
 - + Environment means that part outside the organization over which we have *minimum control or no control, but which controls us*.

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INTRODUCTION

- ✘ The telecommunications industry has been *dependent on standards* and standardization from the very beginning.

WHY DO WE NEED TO INITIAL REGULATORY?

- ✘ Protection
 - + Users against *monopoly* exploitation
 - + investors against short term political intervention
- ✘ Creation of incentives to improve performance
 - + price cap regulation
 - + quality service targets, publicity, contracts
- ✘ Encouragement of competition
 - + best incentives and form of regulation

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MONOPOLY

- ✘ A monopoly is generally considered a bad practice.
- ✘ A monopoly can be achieved by superior performance or a proprietary product.

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SHOULD IT BE INDEPENDENT?

- ✘ Independent regulatory bodies work best
- ✘ More transparent than ministries (broad range of policy interests)
- ✘ Openness creates understanding and respect
- ✘ Duties should be set out in law
- ✘ Regulator to exercise powers in own right
- ✘ Cannot be absolute
- ✘ Operate with sustained support of the government

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ADVANTAGES OF INDEPENDENCE

- ✘ **Transparency** generates understanding and support:
 - + the regulator should work to a **published business plan**
 - + all major issues should be subject to **consultation**
 - + all decisions should be **explained**
- ✘ Investors will gain the **confidence to commit** their money to the sector
- ✘ **New market entrants will be encouraged**

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ROLE OF THE REGULATOR

- ✘ Centre of liberalisation process
- ✘ Competitors can *enter market* and develop their businesses effectively
- ✘ seeking to raise the performance of the main operator in providing *improved services*
- ✘ *more efficiently, at lower prices*
- ✘ supervising development of the network until competition can ensure demand is met

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ROLE OF THE MINISTRY

- ✘ Ultimate responsibility for the health of the sector
- ✘ the Ministry, advised as necessary by the regulator, therefore has *responsibility for policy* towards the telecom sector
- ✘ Formalised in powers to make policy directions to the regulator
- ✘ Such directions *are published*, so that everyone can see what is being required

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RELATIONS WITH THE MINISTRY

- ✘ regulatory independence needs to be carefully cultivated
- ✘ ideally, there should be an on-going relationship of trust and confidence: no surprises
- ✘ overall policy role of Ministers needs to be respected; as does separate regulatory role
- ✘ formal advice from regulator (or Ministerial intervention) should be transparent: subject to publication

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POWERS

- ✦ Issue of licence-by the regulator, or by the government, on the advice of the regulator
- ✦ Enforcement of licences -interpretation, determinations, powers
- ✦ Amendment of licences -by agreement or by formal process (with possible appeal)
- ✦ Investigation of complaints -regulatory or consumer service
- ✦ Designation of standards
- ✦ Information to consumers

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FINANCE

- ✦ effectively independent source of finance safeguards independence
- ✦ most straightforward is to recover cost from players in the sector broadly in proportion to regulated turnover
- ✦ **beneficiaries** of regulation (ultimately users) pay the cost
- ✦ government responsible for ensuring **probity**, economy, efficiency and effectiveness

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PUBLIC RELATIONS

- ✦ public relations is a central element in regulatory success
- ✦ relations with the media need to be expertly managed in an open and helpful way
- ✦ the regulatory body needs to “put a face on itself” through an **articulate** spokesperson to which the media can respond
- ✦ a consistent policy of publication of issues and decisions pays increasing dividends in goodwill and support

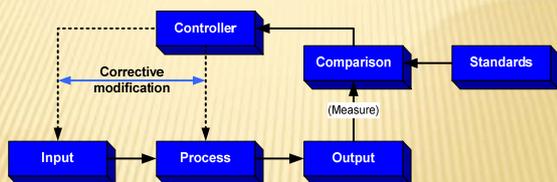
LINKS WITH POLITICAL AND PUBLIC FIGURES

- ✦ need to ensure that there is a body of key opinion formers and Parliamentarians with well informed understanding of regulator
- ✦ not automatic: should be specifically addressed, through meetings, briefings and presentations for this purpose
- ✦ debates in Parliament and elsewhere will then have interventions from those able to explain what the regulator is doing and why

THE USER COMMUNITY

- ✦ user community is the regulator's prime constituency and potential supporter
- ✦ it needs to be carefully cultivated through structured consultation and representation
- ✦ to gain as much input as possible about consumer experience and concerns and
- ✦ to generate widespread understanding of how the regulator is addressing these issues

REGULATION THROUGH FEEDBACK



Technology Changes

That Effect Your Life

- Personal Emerging
- Wireless Emerging
- Internet Emerging
- All the Senses

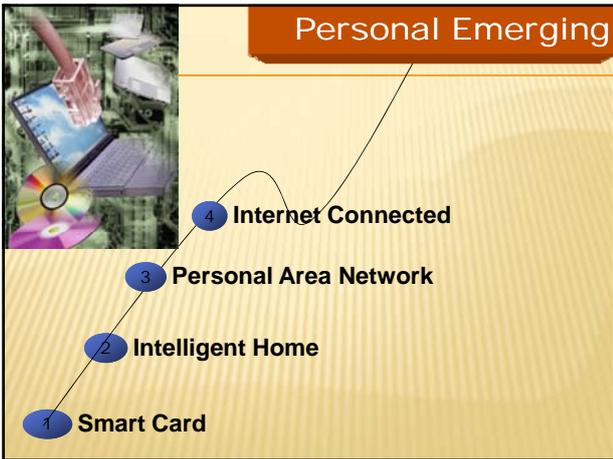
All the Senses

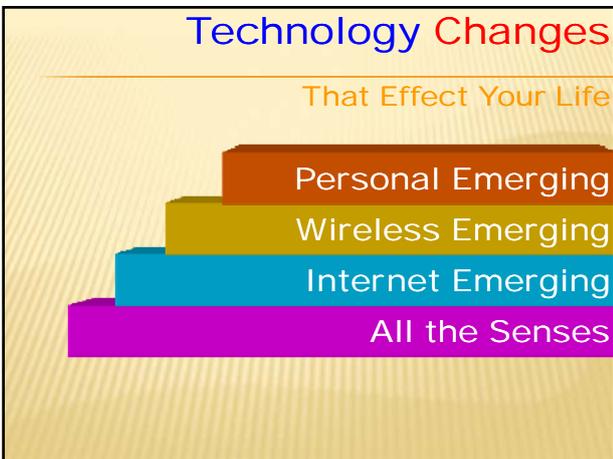
- 1 3-D Imaging: Technology for Real Sight
- 2 Speech Recognition: Conversing with your PC
- 3 Virtual Reality: Making Your Feel Like Your Are There
- 4 Biometrics: No More Passwords

Internet Emerging

- 1 Electronic Commerce
- 2 Internet Telephone
- 3 High Speed Internet Access
- 4 Wireless Internet



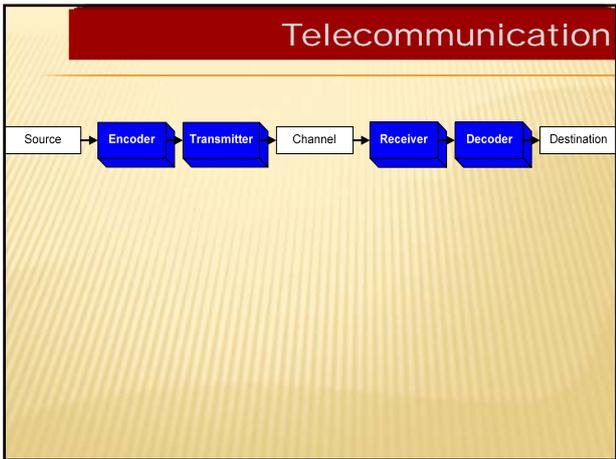


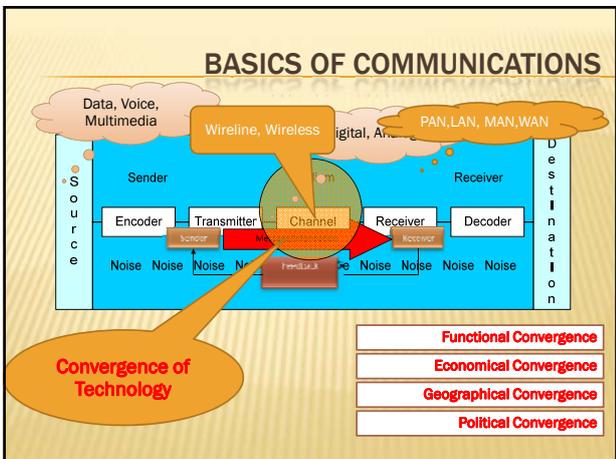


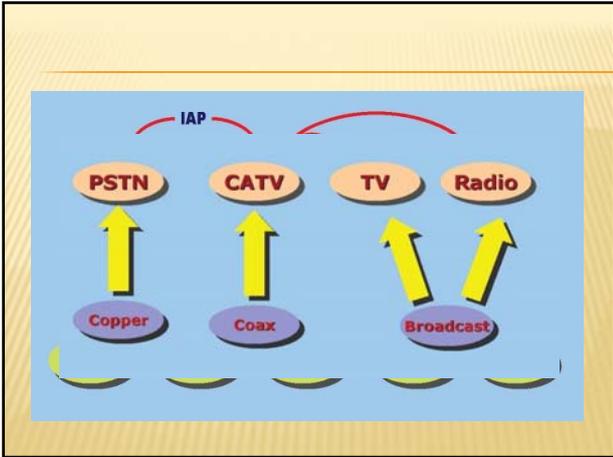
Technology Changes

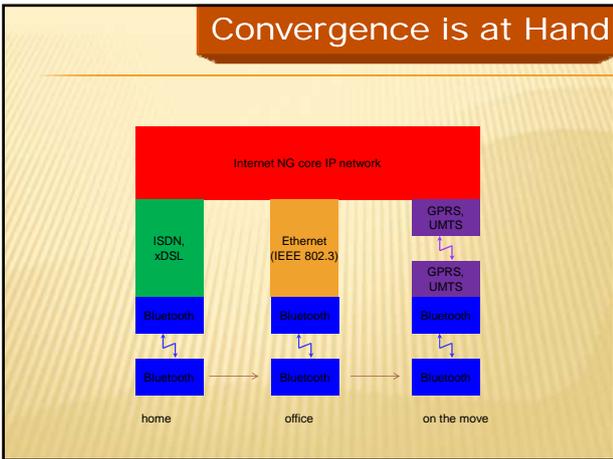
That Effect Your Life

Telecommunication

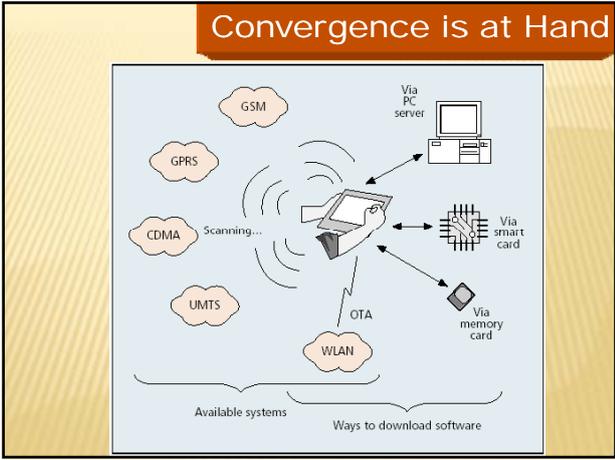




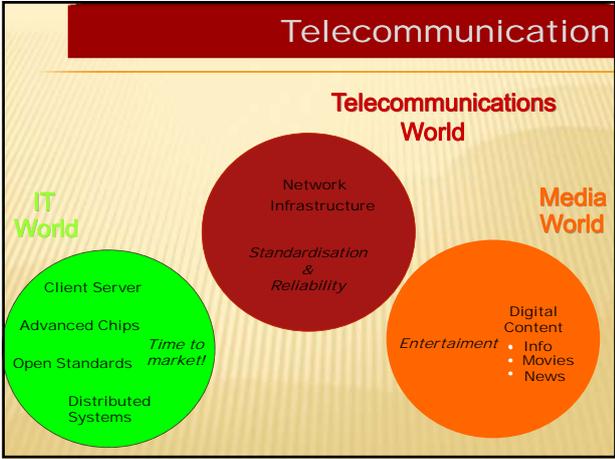


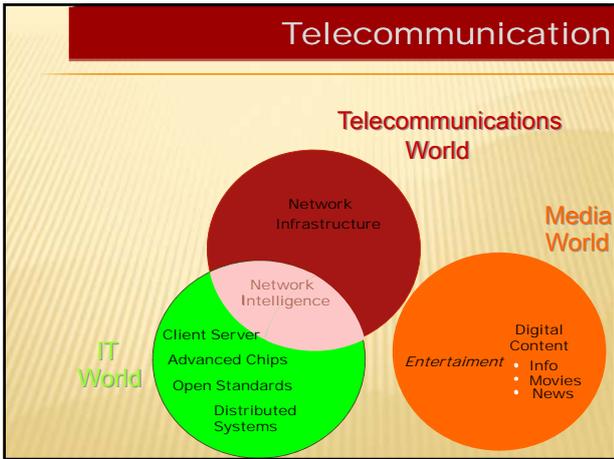


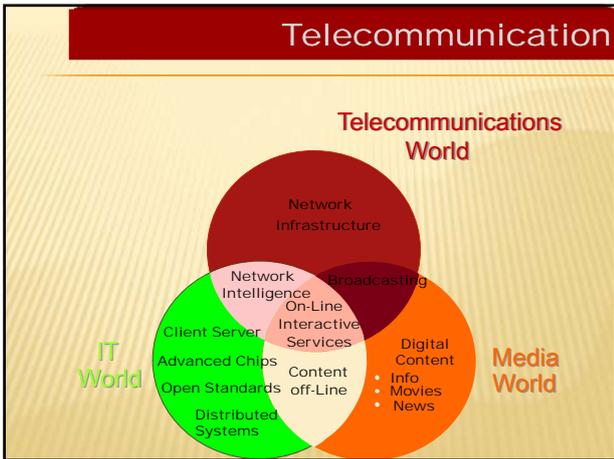


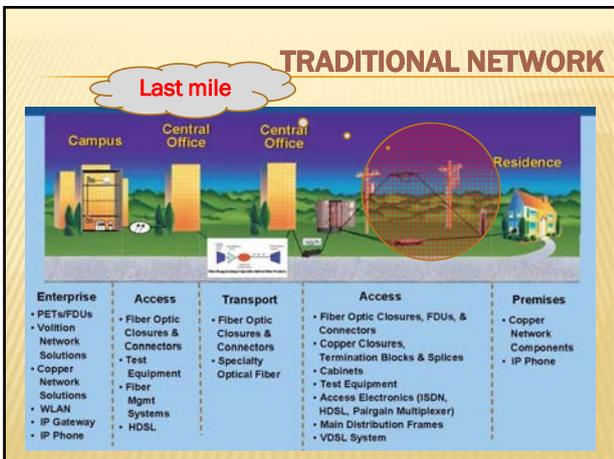


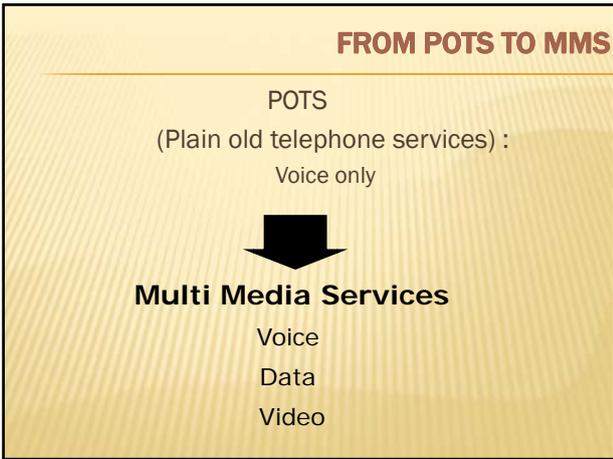


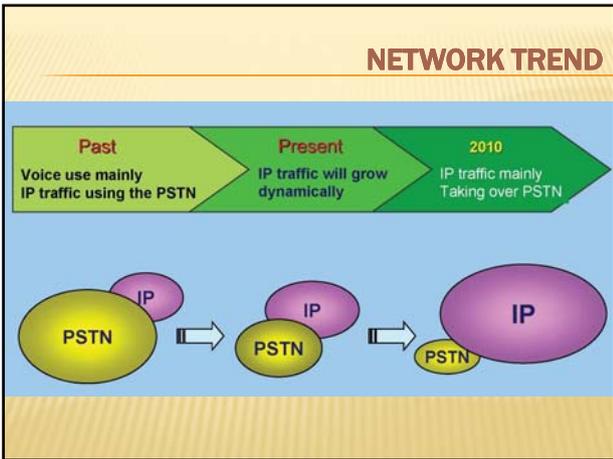


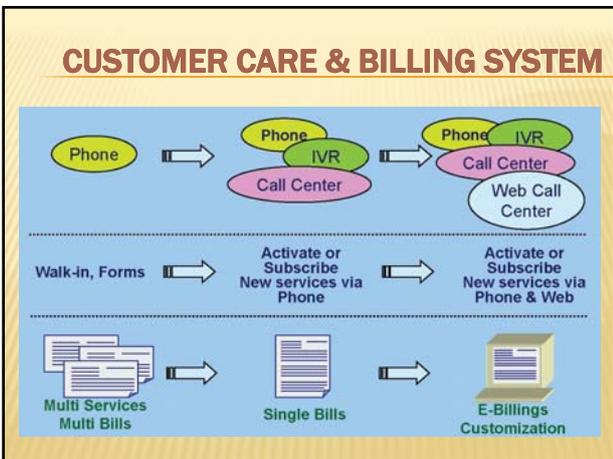








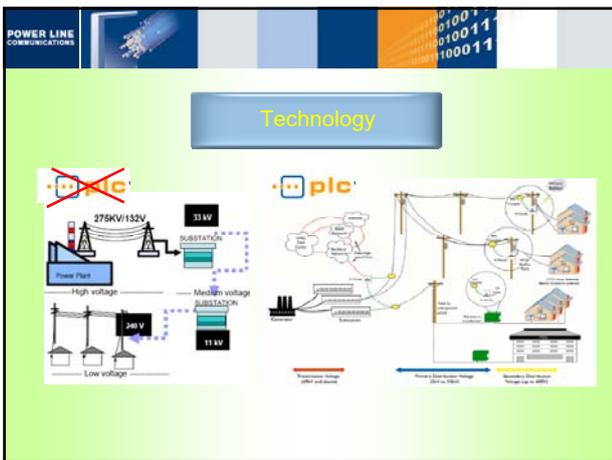


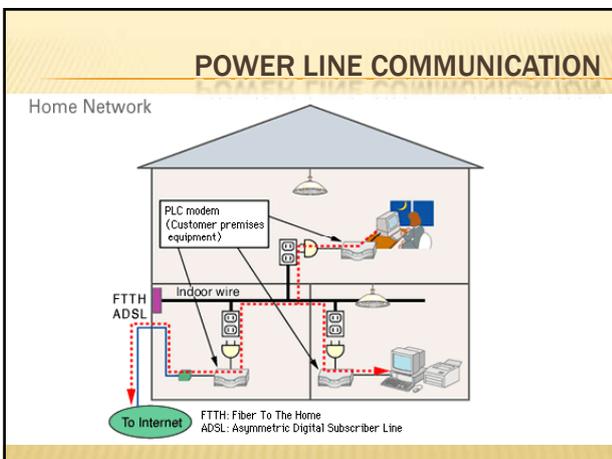


Broadband

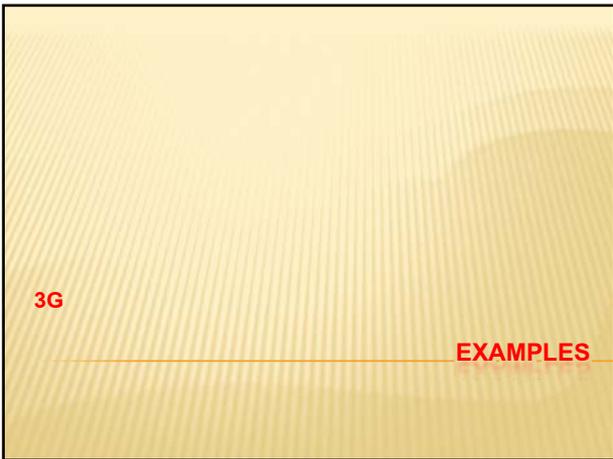
Power Line Communication

EXAMPLES











Applications on EV-DO

EV-DO VoIP				
Bluetooth™	EV-DO Data	EV-DO Data	EV-DO Data	EV-DO Data
Bluetooth™	GPS	MediaFLO	Wi-Fi	
	Bluetooth™	Bluetooth™		



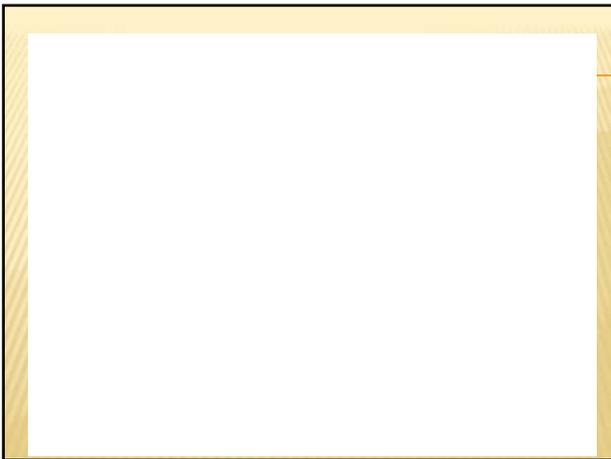
Voice call to sales manager

While on call, checks email and downloads presentation with latest sales figures

Checks location and directions to client's office

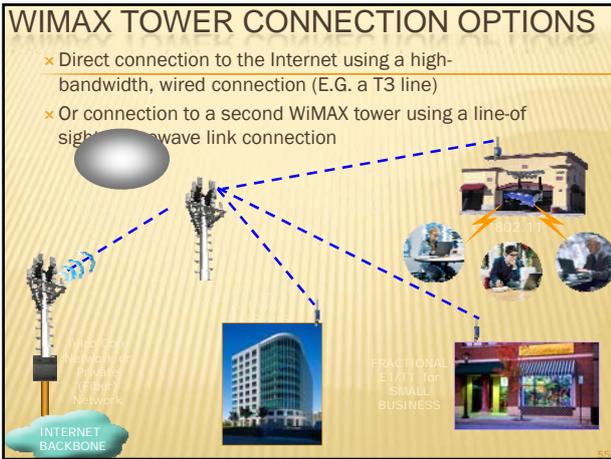
Watches game on MediaFLO and has a group chat with friends

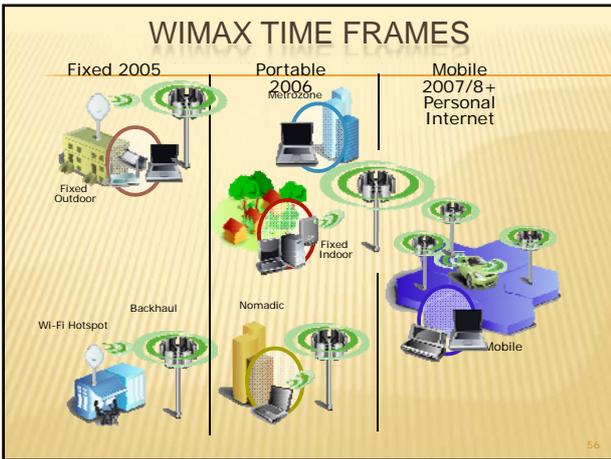
At home, playing multiplayer 3D game, using Wi-Fi to send video to nearby display

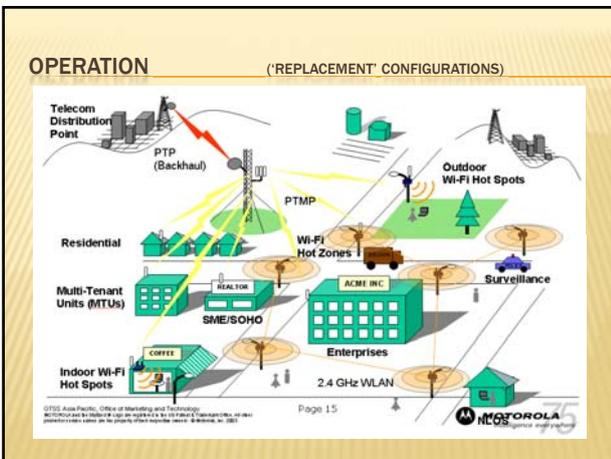


WiMax

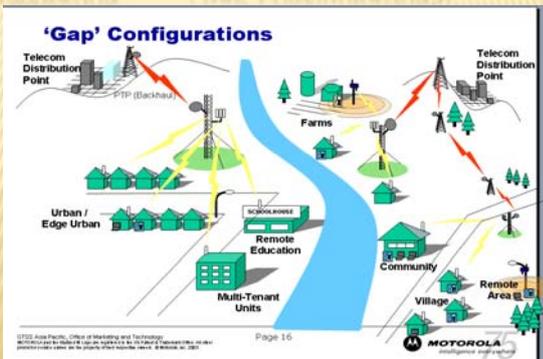
EXAMPLES



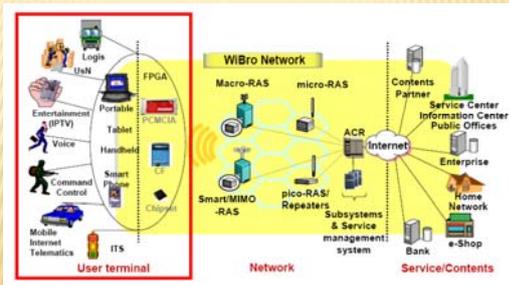




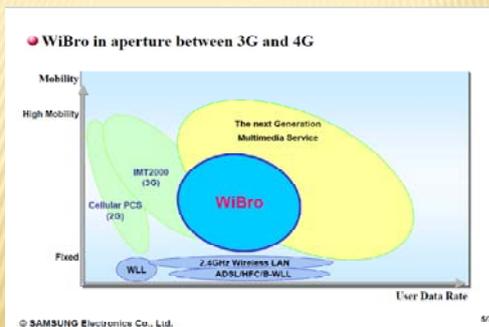
OPERATION ('GAP' CONFIGURATIONS)

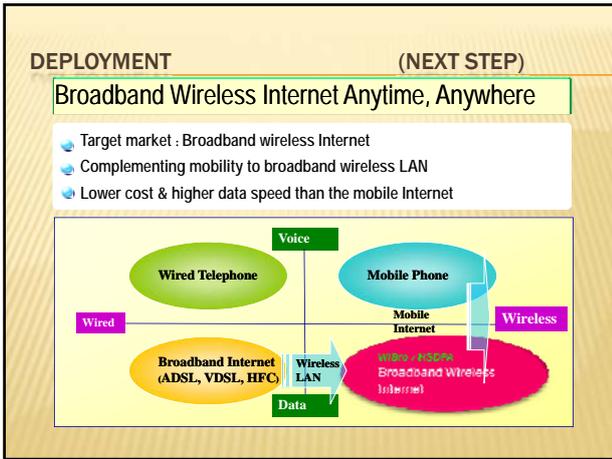


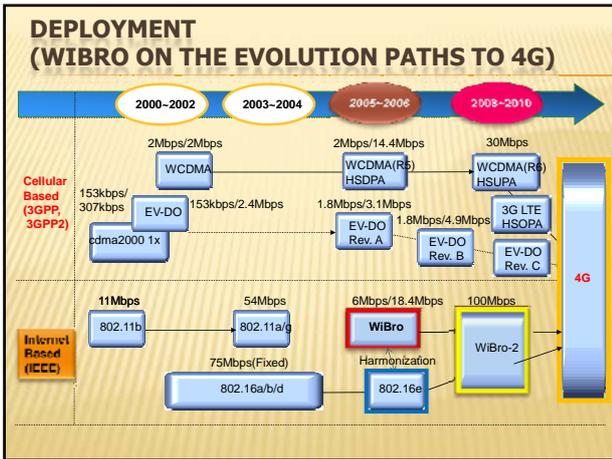
APPLICATIONS



DEPLOYMENT (POSITION OF WIBRO)







THE END
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