

# IBEI RESEARCH SEMINARS



## CÁTEDRA TELEFÓNICA

POLÍTICA Y REGULACIÓN TELECOMUNICACIONES E INTERNET  
AMÉRICA LATINA-EUROPA

**20 March 2014, 12.30pm - Room Fred Halliday**

**Prof. James Alleman**  
University of Colorado

### ***Nonlinear Pricing: Multi-Part Pricing, Self-Selecting Tariffs & Regulation***

Today, more than ever in the Information and Communications Technology (ICT) sector, we have a variety of self-selecting packages of plans from which to choose. One must select among the various plans of cellular phone packages, broadband services, and mobile wireless devices "hot spot." What broadband plans for DSL service, how many minutes for cellular service, what level of use for wireless data, etc. However, with the push for "competition" and deregulation, the ICT oligopolies have not been subject to price controls. Indeed, pricing regulation of these firms has been neglected. This paper explores the relationship between these various areas and suggests how regulators should insert their influence in policy making. Specifically, regulators should require ICT firms to be more transparent regarding their optional pricing packages. Indeed we propose that ICT firms should be required to bill their consumers the "best" price structure for their usage ex post, and not require consumers to select a package ex ante. This pricing policy would allow the society to reap the saving and welfare benefits of nonlinear pricing.

**27 March 2014, 12.30pm - Room Fred Halliday**

**Juan Jung**  
AHCET - UB

### ***Regional Impact of ICT in Latin America: Evidence from Brazil***

Literature identifies Information and Communication Technologies (ICT) as an enabler of productivity, and as a result, of economic growth. So far, most empirical research of economic impact of ICT has been performed either on firm-level data, or on a national-aggregate basis. In this paper a model is proposed to study the regional impact of ICT, intending to find out if better connectivity can help lagging regions inside a country to converge to the level of the rich ones. In particular, higher ICT endowment may present the potential for isolated regions to overcome its geographic disadvantages. The empirical analysis is estimated with Brazilian regional data, which allows differentiating the impact for different ICT measures, including broadband quality variation. Simulation cases are discussed for poorer regions. To conclude, some regulatory and policy implications are discussed.

**Institut Barcelona d'Estudis Internacionals**

Elisabets 10 / 08001 Barcelona

T. (+34) 93.412.11.89 / F. (+34) 93.304.00.71

[www.ibe.org](http://www.ibe.org) / [csanchez@ibe.org](mailto:csanchez@ibe.org)

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**James Alleman** is Professor Emeritus of the University of Colorado – is currently a Senior Fellow and Director of Research at Columbia Institute for Tele – Information (CITI) , Columbia Business School at Columbia University . He has been a visiting professor at IDATE (Montpellier, France), Visiting Professor at Columbia University and University of Toronto economist and International Telecommunication Union (ITU) . His areas of research are communications policy and communications infrastructure with emphasis on pricing , costs, financial regulation and related areas of communications sector . Is an expert in the new theory of investments in real options. He has performed litigation support in these areas.

**Juan Jung** is a PhD student in Economics at the University of Barcelona. He was formerly an assistant professor in the Introduction to Economics and Microeconomics at the Faculty of Economics of the University of the Republic in Uruguay. He also worked as a consultant for Latin American Association of Research Centers and Telecommunication Enterprises (AHCET) , Costa Testa Consulting, Wachovia Securities , American and integrate Consulting.