



PACIFIC TELECOMMUNICATIONS COUNCIL

# PTC'15

## Networked Planet

18–21 January 2015 | Honolulu, Hawaii

CALL FOR PARTICIPATION

The global economy today relies as never before on global networks. However, in addition to wireline networks, mobile broadband and the Internet of Things are changing the nature of who, what, and how the planet is networked.

PTC'15 will explore this next generation of networking at all levels: core data transport, machine-to-machine, social networking, distributed big data and distributed queries, and the Internet of Things. Enhancements to the subsea cable plant, satellite networks, terrestrial and mobile are enabling new applications and new global strategies for global and regional network service providers and over-the-top players.

Join us for incomparable learning, discussion, and networking with industry peers, customers, academics, regulators and policymakers.





## Proposal Options

1. Keynote
2. Executive Insight Roundtable
3. Topical Session
4. Workshop / Roundtable
5. Industry Briefing
6. Research Proposal
7. Student Paper
8. Other: Suggestions for audience-engaging formats at PTC'15 are welcome. Possibilities include debates and other ways to facilitate more audience participation such as audience surveys, group topic discussions, etc.

## Submission Guidelines

- Submit a short and well-crafted proposal (with presentation title) that clearly defines the problem(s) or issue(s) you intend to address.
- Explain why your approach is significant and focus on strategic directions, rather than specific technicalities.
- Include the proposed presenter's name, job title, company name, short 150-word bio and contact information.
- DO NOT submit commercial or product promotions / service pitches or proposals that otherwise focus on a company.

Individuals whose proposals are accepted and who agree to participate in PTC'15 are kindly asked to register for the conference at the special program participant rate of US\$550.

## Topics

For speaking opportunities at PTC'15, please submit a proposal on one of the following topics.

### Wireless and Mobility / Apps and Mobile Gaming

Today's networks and applications—ranging from social networking to machine-to-machine—are increasingly mobile and wireless. What does that mean for business models, service providers, hardware and software suppliers, and the design and consumption of applications? What new strategies, partners and capabilities are needed? Where are the new revenue opportunities and challenges? How does wireless change the design and delivery of apps and services; revenue models; retail pricing and packaging; backhaul requirements or user interfaces? Where do fixed networks fit in, and what can be done to grow fixed network roles in the developing ecosystems? Where are the opportunities for providers of mobile health, gaming, social and other apps?

### Cloud, Big Data, and the Internet of Things (IoT)

A set of interrelated network-centric technologies is being exponentially deployed, beginning the era of the Internet of Things. The Internet of Things—devices spanning smart meters, connected pacemakers, connected cars, wearable computing, smart city endpoints and much more—is generating a massive quantity of big data. With enough big data, even “weak signals” lead to strong conclusions, but the massive computational capabilities of the cloud are often required. What new business models are emerging, and how are network requirements evolving: network programmability, increased need for bandwidth, reduced latency, and in-network functions such as data compression?

### Cybersecurity

Cybersecurity has always been a problem at all layers of the network, but its importance has soared as a seemingly endless stream of vulnerabilities is exploited not just by lone hackers, disgruntled ex-employees, or criminals, but by movements and nations. Networks increasingly must monitor, assess, report, and take defensive actions.

What new trends, technologies, and issues are arising in network-based firewalls, anti-virus/anti-spam, and network-based distributed denial of service safeguards? How will emerging capabilities enhance the customer experience of utilizing the network? PTC'15 will explore the challenges of Cybersecurity affecting carriers and service providers.

### Policy Challenges for a Networked Planet

Regulators and policymakers face a number of important new issues, including spectrum allocation, balancing competition and investment, data privacy and cyber security, industry structure, private and public sector cooperation.

Communication policies to foster smart cities, e-government, mobile e-commerce, smart homes, health and fitness and connected vehicles are among new industries and applications dependent on policies that either promote, or at least do not harm, continued development.

What are the important issues and challenges? How will they, or can they, be addressed?



## Deadlines (Proposal)

Proposal Deadline  
(including Research Proposal): 9 July 2014

Acceptance Notification: 8 August 2014

Final Paper & Presentation  
Slides: 5 December 2014



## Topics continued

### Satellite

High throughput satellites, LEO and MEO constellations, and advanced technologies deployed on the ground and in space, are revolutionizing satellite communications worldwide. The Asia-Pacific region has long taken advantage of the broad footprints and flexibility of satellites, and can now bridge the digital divide on land, sea and air, as satellites offer broadband connectivity for backhaul, aeronautical and maritime applications, oil and gas. How is satellite communications competing with and complementing terrestrial and wireless services in the region and throughout the world? What can we expect over the next ten years in satellite-delivered video? What advances in commercial technology are being used by government agencies for disaster recovery, national security and mobile communication? How will satellites continue to play an evolving role in the development of the Pacific Hemisphere?

### Submarine Cable

Submarine cables are critical infrastructure for the modern world. Today, submarine cables carry over 97% of intercontinental data traffic, providing a web of comprehensive connectivity, reliability and redundancy. But is this sufficient to meet the ongoing needs of customers and users? PTC'15 will examine cable protection and regulatory development, the latest developments in system design and upgrade, and focus on issues critical to the ongoing success of the Global Submarine Cable industry.

### Software-Defined Networking (SDN)

Intelligent networking is finally becoming a reality. Software-Defined Networking, Network Functions Virtualization, network virtualization, and integration of network components into cloud stacks via capabilities such as OpenStack Neutron are achieving the unlikely combination of cost reduction, greater flexibility and adaptability, and greater integration with applications. However, there are still many open questions: how much control should network operators expose? Will these initiatives disrupt the existing ecosystems of network operators, network equipment vendors, and over the top players? Which standards will gain traction?

### Monetization

The global communications business is changing. Key legacy revenue sources are dwindling, so application and service providers now must create new business models, driven by new revenue sources with clear value propositions and ecosystem roles. Can older products be recreated? If so, how? Can providers compete with, partner with or beat over the top competition? How? Where are the attractive new revenue opportunities? Who is best positioned to profit, and why? What revenue growth strategies are feasible, and why?

### Mobile / Untethered Spectrum

Regulators globally now realize vastly more spectrum has to be unlocked to support mobile and untethered applications and services. Though some new spectrum to support mobile and untethered applications will be released, most of the new supply will have to be created some other way. Enabling spectrum sharing between licensed government users and new commercial users is among the most promising new approaches. How can this be accomplished? What are the challenges and opportunities? How are regulators, service, application and device providers proposing to do so?



## Deadlines

(Research Proposal/Paper & Student Paper)

Proposal Submission  
(including Research Proposal): **9 July 2014**

Full Student Paper  
Submission: **4 August 2014**

Full Research Paper  
Submission: **8 September 2014**

O.S. Braunstein Student Paper Prize  
Award Notification: **15 September 2014**

Meheroo Jussawalla Research  
Paper Prize Award Notification: **20 October 2014**

Final Paper & Presentation  
Slides: **5 December 2014**



## Research Prize Awards

PTC is pleased to offer two named awards for excellence in research: The *Meheroo Jussawalla Research Prize Award* for best overall participant research paper, and The *O.S. Braunstein Student Prize Award* for best student research paper at PTC'15.

For submission details, please refer to the online submission form at [ptc.org](http://ptc.org).

### Meheroo Jussawalla Research Prize Award

The *Meheroo Jussawalla Research Prize Award* is given to the best participant research paper at PTC's annual conference. Named in honor of the late international telecommunications scholar Meheroo Jussawalla, the Award is open to all conference participants whose research papers have been accepted for presentation.

Meheroo Jussawalla was an Emerita Senior Fellow / Economist at the prestigious East-West Center in Honolulu. She served as an Affiliate Faculty member in the Department of Economics and the School of Communications at the University of Hawaii at Manoa. A leading scholar in the Economics of Telecommunications, she published 15 books in the field and garnered several national and international awards, including two from the Pacific Telecommunications Council.

### How to Submit a Paper for this Award

Please submit a research proposal via [ptc.org](http://ptc.org) and indicate your preference to have the full paper considered for this research prize award. If your proposal is accepted, you will need to submit your full paper by **8 September 2014** for review.

### This Award's recipient will receive:

- US\$1,000 cash award
- Conference registration waiver
- A speaking opportunity to present the winning paper at PTC'15
- Up to US\$1,500 for travel and accommodations
- A certificate presented at the PTC'15 Closing Lunch and Awards Ceremony

The PTC'14 *Meheroo Jussawalla Research Prize Award* winner should refrain from being considered for this award at PTC'15.

If you intend to publish your paper in a journal, please kindly check the publication's guidelines before submitting your proposal to PTC. PTC does not restrict the publication of the paper **AFTER** it has been presented at PTC'15.



## How to Submit a Proposal

Submit your proposal online at [ptc.org](http://ptc.org)

Questions? Please contact Ms. Jamie Wan-Lopaz at [ptc15@ptc.org](mailto:ptc15@ptc.org).

Tel: +1.808.941.3789  
Fax: +1.808.944.4874

## Other Opportunities for Participation at PTC'15

Maximize your organization's exposure and visibility at PTC'15. Sponsor an event or a delegate item or reserve a private meeting room.

For more information, please contact Ms. Sharon Nakama at [snakama@ptc.org](mailto:snakama@ptc.org).

Tel: +1.808.941.3789  
Fax: +1.808.944.4874

## Research Prize Awards continued

### O.S. Braunstein Student Prize Award

The O.S. Braunstein Student Prize Award is awarded to the best student research paper at PTC's annual conference. This prize has been awarded by PTC for many years, and has been underwritten by the late Yale Braunstein, a long-time PTC member and son of the late O.S. Braunstein, on behalf of his family since 2008. The prize is valued at over US\$2000.

Oscar Samuel (O.S.) Braunstein, a photographer, chemist and entrepreneur may be best known for his successful Philadelphia-based businesses, Braun Labs and Décor Bulbs, Inc., which produced the famous "Flicker Flame." In 1962, he started manufacturing and distributing decorative light bulbs. Long before the concept of "virtual corporations" or globalization became popular, he created an international network of small businesses to manufacture and distribute light bulbs and electrical parts throughout Japan, Hong Kong, Chinese Taipei, Australia, and the U.S.

### How to Submit a Paper for this Award

Student authors with a 2015 or later graduation date should submit their **FULL** paper (NOT proposal) via [ptc.org](http://ptc.org) and email us a letter or email to verify your current student status. Please submit your full paper no later than **4 August 2014**.

### This Award's recipient will receive:

- US\$1000 cash award
- Conference registration waiver
- A speaking opportunity to present the winning paper at PTC'15
- Up to US\$1,500 for travel and accommodations
- A certificate presented at the PTC'15 Closing Lunch and Awards Ceremony

The paper must be an original research paper on a topic pertaining to the PTC'15 theme and topics. It should be authored by a single student or co-authored with one or more fellow students. Papers with faculty members as co-author(s) are ineligible. Please note an awardee is ineligible for the O.S. Braunstein Prize Award the following year.

