



European  
University  
Institute

ROBERT  
SCHUMAN  
CENTRE FOR  
ADVANCED  
STUDIES

**FSR** COMMS  
& MEDIA  
Florence School of Regulation



FLORENCE  
COMPETITION  
PROGRAMME

# COMPETITION & REGULATION FOR THE DIGITAL ERA

Annual Training  
October 2019 - April 2020



# Who we are

Following nearly a decade of running successful trainings in the area of regulation and competition, we have decided to launch a new training, which we believe will respond better to the evolving demand of our audience. The new training series, jointly delivered by the Florence School of Regulation, Communications and Media, and the Florence Competition Programme, will provide you with an in-depth understanding of recent developments in competition law, media and telecoms regulation as well as of increasingly complex challenges posed by the Digital Economy.

***The Florence School of Regulation (FSR) contributes to a European dialogue on regulatory topics in the fields of communications and media. The School carries out applied research and organises training and policy events for regulators, policy makers from European Institutions and international organisations, and staff from companies.***



P r o f . P i e r L u i g i P a r c u

Director of the Florence School of Regulation, Communications and Media, and of the Florence Competition Programme

Understanding the Digital Economy requires a multi-disciplinary approach: in addition to law and economics lectures, you will have an opportunity to learn about technical issues related to networks, platforms, data, algorithms and machine learning from engineers and computer scientists. Academic and policy perspectives are enriched by insights brought to you by experts coming from the industry. Finally, our training provides flexible and à la carte solutions, allowing our participants to choose modules which best respond to their professional needs.

Looking forward to welcoming you in Florence,

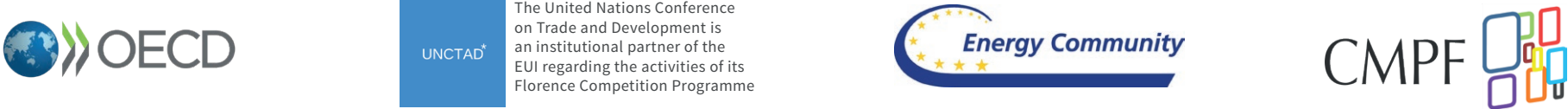
Pier Luigi Parcu

***Combining a focus on competition law and economics, the Florence Competition Programme is a hub where European and international competition enforcers and other stakeholders can exchange ideas, share best practices, debate emerging policy issues and enhance their networks.***

FSR C&M and FCP Annual Trainings in numbers (9 editions)



Istititutional Partners



# About Our Course



The unrestrained growth of the digital economy and its impact on all sectors means that both competition and regulatory authorities have to apply their traditional analysis and toolbox of remedies to rapidly changing innovation-intensive industries. However, the digital economy raises increasingly complex competition and regulatory challenges. As it is inherently interconnected, cooperation and coordination between firms across different regulated and unregulated sectors becomes unavoidable.

While such coordination may be procompetitive and beneficial to consumers, it may also be anticompetitive and harmful. Competition and regulatory authorities as well as policymakers need not only to gain a profound understanding of the forces at play, but they must also be able to provide rapid responses where intervention is needed, if they want to secure a level playing field in the economy.

## WHO SHOULD ATTEND?

Regulatory and competition experts who wish to update their understanding of the challenges which are shaping competition and regulation in the digital era.

Academics, policy makers and professionals who are new to the field and wish to gain rapidly a multidisciplinary overview of the key issues and trends in Competition, Regulation of Telecommunications, Media and Digital markets and in Innovation.

## KEY BENEFITS

Gain an in-depth insight into and multidisciplinary understanding of forces which are at play in the Digital Economy.

Benefit from the line-up of prominent speakers that includes European policy makers, former and current regulators, renowned academics and industry specialists.

Expand your network and develop yourself professionally by sharing knowledge with professionals from other sectors and industries

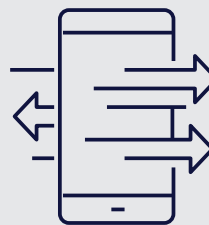
# Course Structure



## BLOCK 1

COMPETITION LAW & ECONOMICS

20-25 OCTOBER 2019



## BLOCK 2

ELECTRONIC COMMUNICATIONS AND MEDIA REGULATION

9-13 DECEMBER 2019



## BLOCK 3

DIGITAL MARKETS AND NEW REGULATORY CHALLENGES

30 MARCH - 3 APRIL 2020



The Annual Training consists of three blocks, which can be taken altogether, independently, or combined according to one's professional needs.

### COMPETITION TRACK

Block 1 and Block 3

### REGULATORY TRACK

Block 2 and Block 3

### GRAND TOUR

Block 1, 2, and 3

All training material is subject to normal copyright conditions. The training material is for the participant's own use and may not be disclosed to any third party

The course combines **three residential blocks** and **e-learning activities**. During the residential blocks participants meet and learn from outstanding academics, expert regulators, qualified policy-makers and practitioners. The **multidisciplinary program** features instruction in the disciplines of law, economics, engineering and computer science.

The training delivers a combination of theoretical and practical knowledge and skills. The training methodologies promote brainstorming, teamwork and creative thinking.

In advance of each block participants are provided with comprehensive and carefully selected preparatory readings. After each block follow-up activities (i.e. case studies, open questions, assignments) are offered to help consolidate newly acquired knowledge.

Online activities take place on our [online platform](#) throughout the year.

Each block is concluded by a **special event**: a one-day conference on topical issues in the fields of competition law and regulation.

I

### RESIDENTIAL BLOCKS



3

### SPECIAL EVENTS: CONFERENCES AND MOOT COURT



2

### MULTIDISCIPLINARY APPROACH



4

### E-LEARNING





# Block I

## Competition Law & Economics

20-25 OCTOBER 2019



The first block provides an advanced state-of-the-art overview of the latest trends in the EU and global competition law and economics. It will be opened by a keynote speech, which Professor William Kovacic will deliver during a wine tasting event in Chianti. In terms of topics the block will cover traditional areas of competition law.

### OPENING SPEECH

***Recent Developments in EU Competition and US Antitrust Law*** - WILLIAM KOVACIC

**MONDAY 21 OCTOBER**  
***Fundamentals of Competition Policy***

**TUESDAY 22 OCTOBER**  
***Comparative Perspectives on the Abuse of Dominance***

**WEDNESDAY 23 OCTOBER**  
***Merger Control: Analysis and Procedures***

**THURSDAY 24 OCTOBER**  
***Anticompetitive agreements***

**FRIDAY 25 OCTOBER**  
***Hipster Antitrust, the European Way?***

One-day conference discussing the main ideas behind the “New-Brandeis School” in the USA and its influence on EU competition policy and beyond

# Block II

## Electronic Communications And Media Regulation

9-13 DECEMBER 2019



The second block provides a comprehensive overview of the most relevant regulatory issues and developments in the telecommunications and media sectors. A historical perspective, necessary for putting the recent EU reform in context and understanding regulatory trends, is complemented by economic insights into the latest developments in the field of fixed and mobile broadband, 5G spectrum auctions, and case studies from the European Union and other jurisdictions.

**MONDAY 9 DECEMBER**  
***Fundamentals of the Electronic Communications Markets***

**TUESDAY 10 DECEMBER**  
***Mobile Access and Spectrum***

**WEDNESDAY 11 DECEMBER**  
***Content Regulation, Net Neutrality and Zero Pricing***

**THURSDAY 12 DECEMBER**  
***The Future of Networks***

**FRIDAY 13 DECEMBER**  
***The EECC and its impact on investment in very high capacity networks (VHCN).***

One-day conference focused on the European Electronic Communications Code (EECC) and its key objectives

# Block III

## Digital Markets And New Regulatory Challenges

30 MARCH - 3 APRIL 2020



The third block provides a fundamental overview of the most timely competition and regulatory challenges raised by the Digital Economy. Starting from disruptive innovation and business models that challenge competition policy as we know it, the block covers such topics as data as a source of market power, algorithms, robo-sellers, price discrimination, killer mergers and data protection.

**MONDAY 30 MARCH**  
***Understanding Internet and the Digital economy***

**TUESDAY 31 MARCH**  
***Algorithms, Machine Learning and Robo-Sellers***

**WEDNESDAY 1 APRIL**  
***Vertical Agreements and Consumers Protection in E-Commerce***

**THURSDAY 2 APRIL**  
***Data and Market Power***

**FRIDAY 3 APRIL**  
***Gravity Force in the Digital Era. Trends in Market Concentration and Firms' Mark-Up***  
One day conference co-organised with the OECD to discuss the trend of market concentration with a focus on digital markets



# Location And Social Events

The course takes place at the EUI campus, which is situated on the Tuscan hillside overlooking Florence and close to Fiesole. Many of the villas date from the Renaissance period and have been restored along with their landscaped gardens.

Each block includes social events such as a guided tour of Florence, cocktail at the course venue, group dinners and a wine tasting in one of the most famous wine regions of Italy, Chianti.



# Fees & Contacts

|   | SINGLE<br>BLOCK  | TWO<br>BLOCKS | FULL<br>PROGRAMME  |
|---|--|---------------|--|
| NCA's, NRA's, Donors  | 3.000 €  | 5.000 €       | 7.000 €  |
| Other participants  | 5.000 €  | 8.000 €       | 10.000 €   |
| A limited number of seats at a reduced fee are available for outstanding PhD students | <b>The registration fee covers:</b> <ul style="list-style-type: none"> <li>• Course attendance</li> <li>• Access to the online platform during the training</li> <li>• Coffee breaks and lunches</li> <li>• All social activities (e.g. guided tour of Florence, cocktail at the course venue, group dinners, wine tasting)</li> <li>• Shuttle bus service to the train station and the airport at the end of each training block</li> </ul> |               | <b>The registration fee does not cover:</b> <ul style="list-style-type: none"> <li>• Travel costs to/from Florence</li> <li>• Accommodation</li> </ul> |
|   |  |               |  |

FOR FURTHER INFORMATION ABOUT THE TRAINING PROGRAMME YOU MAY CONTACT:

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