



**ORGANIZACION DE LOS ESTADOS AMERICANOS  
ORGANIZATION OF AMERICAN STATES**

**Comisión Interamericana de Telecomunicaciones  
Inter-American Telecommunication Commission**

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**XVI MEETING OF PERMANENT  
CONSULTATIVE COMMITTEE II:  
RADIOCOMMUNICATIONS  
INCLUDING BROADCASTING  
November 30 to December 3, 2010  
Bogotá, Colombia**

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**AGENDA  
SEMINAR ON THE OPPORTUNITIES OF THE DIGITAL  
DIVIDEND FOR THE AMERICAS**

**(November 29, 2010 – Bogotá, Colombia)**

**(Item on the agenda: 3.2)**

**(Document submitted by the Seminar's Coordinator, Mr. Ricardo  
Terán)**

PCC.II - CITEL Seminar  
“Digital Dividend Opportunities for the Americas”

**Date:** 29 November 2010

**Venue:** AR Salitre Hotel, Carrera 60 No. 22-99, Bogotá, Colombia

*The seminar consists of two blocks of 3 hours 30 min, the first part with an approach from broadcasting (9.45 to 13.15), a 30-minute block on public safety, and finally a last block involving the telecommunications sector with the same length (15.00 to 18.30).*

9:00hrs. Registration  
9:30hrs. Opening. Welcome words  
**Diego Molano Vega**, Minister of Information and Communications Technology (MinTIC), Colombia  
**Clovis Baptista**, Executive Secretary, CITEL

**Session 1** Moderator: **Ricardo Terán**, Secretary of Communications (SECOM), Argentina

9:45hrs. *National administrations plans for the transition from analogue to digital TV and the use of spectrum*

**Representative** of SCT/COFETEL, Mexico  
**Claudio Schifer**, Directory Member, Federal Authority for Audiovisual Communication Services (AFSCA), Argentina  
**Mauricio Samudio**, Commissioner, National Television Commission (CNTV), Colombia  
**Ara Apkar Minassian**, Superintendent, Mass Communications Services, National Telecommunications Agency (ANATEL), Brazil

**11:00hrs.** *Coffee Break*

11:15hrs. *Developed countries' experience on the analogue to digital transition and the Digital Dividend*

**Jonas Wessel**, Head of Spectrum Division, National Post and Telecommunications Agency (PTS), Sweden  
**Larry Olson**, Federal Communications Commission (FCC), United States

12:15hrs. *Broadcasters transition plans and their view on the use of 700MHz spectrum*

**Keynote Speaker Nigel Laflin**, Head of Spectrum Management, BBC, United Kingdom  
**Federico Nogueira**, President of SBTVD Forum and ISDB International Forum, Brazil  
**Heber Martínez**, Telefe, Argentina

**13:15hrs.** *Lunch*

14:30hrs. *USA experience on 700 MHz and Public Safety*

**Luis Lara**, Director of Regulatory and Spectrum Affairs for Latin America, Motorola

**Jerome Carrette**, Manager, Wireless Competency Center South America, Alcatel-Lucent

**Session 2**      **Moderator: Sebastian M. Cabello, Director of Public Policy, GSMA**

15:00hrs.      ***Digital Dividend's social value***

**Ernesto Flores-Roux**, Consultant and Researcher, Telecom-CIDE, Mexico

15:30hrs.      ***Ongoing debate and current status of the Digital Dividend around the World***

**Sebastian M. Cabello**, Director of Public Policy, GSMA

**16:00hrs.**      ***Coffee Break***

16:15hrs.      ***Challenges on Universalizing Broadband Access and the opportunities of the 700MHz band***

**Daniel Bernal**, Director of Regulatory Affairs, America Movil

**Justine Sider**, Senior Spectrum Engineer, Industry Canada

**Brenda Wysoski**, Associate Director, LTE Strategy, Verizon Wireless, United States

**Oscar Leon**, Director, National Spectrum Agency, Colombia

**Carlos Bartol**, Director of Regulatory Affairs, Telefonica Latin America

17.30hrs.      ***Technology Roadmaps and the industry View of the Digital Dividend***

**Javier Camargo**, Vice- President of Policy and Regulatory, Ericsson

**Gabriela Manríquez**, Director Senior Intergovernmental Affairs for Latin America, Qualcomm

**Jaime Estrada**, Regulatory Manager, Intel Corp.

**Eduardo Lima**, Corporate Relations Manager, Nokia Siemens Networks

**18:30hrs.**      ***Seminar Ends***

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