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Dániel Pataki – chairman of NCAH (Hungary)

The chairman of the Hungarian regulator (NCAH), Dániel Pataki, gave an outline to the general picture of convergence trends, considering that it will only be possible to find suitable solutions for the future by reaching an understanding of how traditional telecommunications and media markets are going to converge.

Organised, until very recently, into separate and distinct value chains, the telecommunications and media markets are evolving into an integrated layer without barriers. According to a study carried out by NCAH, there are 14 convergence trends which are altering the current structure of the markets, changing the components of the value chain and their relationship. Dániel Pataki put forward, as an example of these trends, the appearance of new content bundling (voice, data, video) which have more and more importance, as in Web 2.0, or the broadening of the operating area of application suppliers, which are starting to operate beyond their traditional core of activity (with Google a paradigm example).

The study of the Hungarian regulator also identifies three key trends focused in three areas:

- content (which is taking on more and more importance);
- services (bundling and integration are key words, as well as the separation between services and modes of access);
- technology (rollout of next generation infrastructure)

These trends will, according to Dániel Pataki, affect the regulatory agenda, which will continue to have the protection of the consumer interest in terms of price, choice and usability as its main goal, followed by the promotion of competition and the interest of the industry. These last goals were considered by the chairman of NCAH as the pillars of the whole system, in that they deal with issues of innovation, investment and financial stability.