

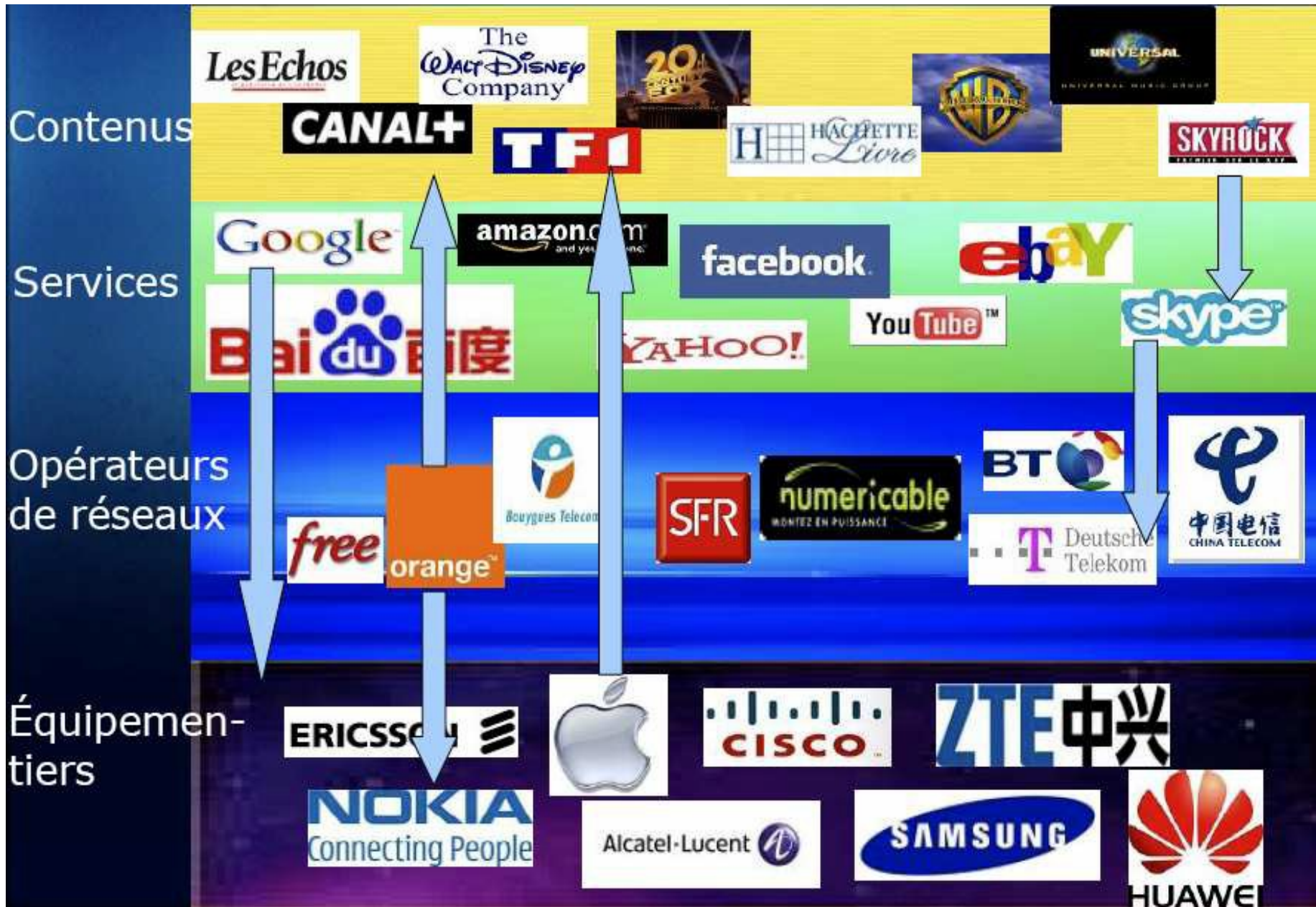
“Innovation in Network Industries:
Accounting, economic and regulatory implications”

Paris, 16 March 2011

**Three fundamental trends structuring digital
economics and its challenges**

Franck Lirzin & Stéphane Reiche

The 4 layers of digital economics



3 scenarios to predict future evolution of digital economics and its consequences

1. Vertical integration: BlueTelecom, RedTelecom, YellowTelecom

2. Monopolistic pay-platform

3. Free digital economics



3 corresponding regulations

1. Guaranteeing equal access to new technology

2. Prohibiting piracy

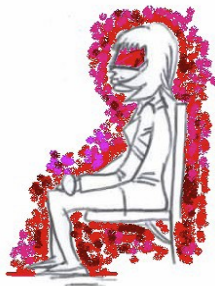
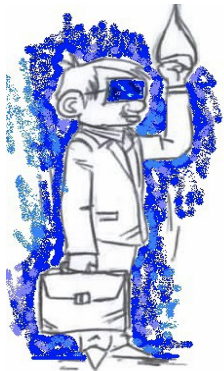
3. Guaranteeing *free* access to all content and services [in spite of infrastructure financed by corporate firms]



Social impact

Disadvantages & Advantages
of each scenario

1.	Segregated content	Cosy environment with no advertising
2.	Restricted freedom	Financing of content
3.	No privacy (advertising/profiling)	<i>Free</i> access



Conclusion

Our 3 scenarios may be used to characterize any regulation and its impacts.