

# The Telenor Research Prize 2007

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*“Developments of business models, roles and competitive regimes in the converging media, communication and mobile industries”*

The background for choosing this as theme for the Telenor Research Prize 2007 is the rapid changes in the communication marketplace since the abolishment of the telecom monopolies in the 1990s. Competition then became a driving force for bringing new communications and media services, at low prices, to the public. In the beginning, competition among the traditional, big actors transformed telephony from being a business and household service, to becoming personalized by making mobile phones and services affordable for everyone, children and grannies alike. The development then expanded to encompass both new players and a diversity of advanced new services and changes in what was considered to be the core business of established companies. The advent of internet not only introduced a new technology, but also raised the question whether we are now, as some claim, facing an establishment of new business paradigms. Others, however, maintain that the traditional rules of economics still are sustainable. As an example, there is today an ongoing controversy between those who insist that networked content and services should be for free, and producers and owners of content who want to get paid for their efforts.

The nominations revealed great interest in the 2007 theme and showed that it has many aspects. Several

of the candidates could have been worthy of the prize, but the Jury made a unanimous choice to give it to two economists who have followed and studied the evolution of the communication marketplace since the mid 1990s. One of their achievements is that they managed to interpret in a correct way what was the real substance of the “internet economy” and could stand by their findings when the “bubble” burst around year 2000. The decision to give the prize to Senior Research Scientist, Dr. Bjørn Hansen at Telenor R&I, and Professor, Dr. Øystein Foros at the Norwegian School of Economics and Business Administration, were made on the following grounds:

- The winners have done interesting and high quality research that covers all the aspects of the theme for 2007, encompassing both business models, competition regimes, and convergence of services, as well as regulatory aspects.
- They have published a long list of papers in highly ranked journals.
- They have presented both qualitative and quantitative results that in an excellent way combine experiences from running business with academic methods and analysis.
- The results of their research have been well received and have had an impact on strategic and operational decisions.

The winners have been pioneers, in both practical and theoretical ways, to build new activities on business modelling in Telenor, that is relevant for network companies. It must be pointed out, however, that the Jury has as a very clear mandate to make their decisions totally independent of any commercial or other interests of Telenor, and has done so also this time.

The members of the Jury are:

- CEO *Berit Svendsen* (leader), Conax, Norway
- Professor *Erik Bohlin*, Chalmers University of Technology, Sweden
- Associate Professor *Mads Christoffersen*, The Technical University of Denmark
- Professor *Peter T. Kirstein*, University College London
- Professor *Olli Martikainen*, The University of Oulu, Finland
- Professor *Gunnar Stette*, The Norwegian University of Science and Technology

## Themes and winners of previous years have been:

1997	<i>Video Coding</i> (main prize) <i>SW tools and languages</i> (additional prize)	Dr. Gisle Bjøntegård (N) Birger Møller-Pedersen, Dag Belsnes and Øystein Haugen (N/DK)
1998	<i>Development of internet technology</i>	Professor Stephen Pink (S)
1999	<i>Advanced applications of communications and information services</i>	The Telepathology group (N)
2000	<i>Enabling technologies for advanced ICT systems and services</i>	Professor Peter Andreksson (S)
2001	<i>Research in socio-economic impact of ICT</i>	Professor Jon Bing (N)
2002	<i>Mobility and wireless access to Internet Technologies, new services and applications</i>	Professor Christian S. Jensen (DK)
2003	<i>Technologies and systems enabling new communication services</i>	Dr. Haakon Bryhni (N)
2004	<i>SW of importance for the creation or improvement of communication services</i>	Professor Claes Wohlin (S)
2005	<i>Enabling technologies and communication based value added services for the home, leisure and professional environments</i>	Professor Ramjee Prasad (DK)
2006	<i>Innovative solutions for emergency communications</i>	Professor Petri Mähönen (SF)