Communication Policy and Regulation in the Age of Convergence: 
From Global to Thai Experience

organized by Thai Media Policy & Advocacy Center (Thai MPAC) 
Faculty of Communication Arts, Chulalongkorn University

supported by Internews Network and 
Center for Global Communication Studies, 
Annenberg School for Communication, University of Pennsylvania

3-4 May 2007
3rd Floor, Salon A Room, JW Marriott Bangkok Hotel

Thursday, 3 May 2007

9.00 am  Registration

9.15 am  Opening of seminar by 
- Assoc Prof Yubol Benjarongkij 
Dean, Faculty of Communication Arts, Chulalongkorn University 
- Ivan Sigal 
Regional Director, Asia Projects, Internews Network

9.30 am  Communication Policy in the Age of Convergence: An Overview 
by Assoc Prof Ellen P. Goodman, Rutgers University School of Law

10.45 am  Tea break

11.00 am  Content Regulation in the Digital Era: A Global Perspective 
by Noa Elefant-Loffler, Esq., Head of Research Department, 
Second Television and Radio Authority, Israel

12.15 am  Lunch

1.30 pm  Thai Telecommunications Policy and Regulation: An Overview 
by Assoc Prof Sudharma Yoonaitham, Commissioner, 
National Telecommunications Commission (NTC)

3.00 pm  Tea break

3.15 pm  Open discussion session, led by 
- Assoc Prof Ellen P. Goodman; 
- Assoc Prof Sudharma Yoonaitham; and 
- Asst Prof Pirongrong Ramasoota Rananand, Ph.D., 
Deaprtment of Journalism, Faculty of Communication Arts, 
Chulalongkorn University

Conference language: English
Friday, 4 May 2007

9.15 am  **Institutional Challenges of Convergence**  
by Noa Elefant–Loffler, Esq.

10.00 am  **Public Service Broadcasting: Thai and U.S. Perspectives**  
- Assoc Prof Ellen P. Goodman; and  
- Asst Prof Thitinan Pongsudhirak, Ph.D., Faculty of Political Science, Chulalongkorn University

10.45 am  Tea break

11.00 am  **Panel Discussion: Public Service Media and New Media Industry Trends**  
Panelists:  
- Assoc Prof Ellen P. Goodman;  
- Noa Elefant-Loffler, Esq;  
- Somkiat Tangkitvanich, Ph.D., Research Director, Information Economy Section, Thailand Development Research Institute (TDRI)  
- Lucksana Klaikao, Ph.D., Department of Radio and Television, Faculty of Communication Arts, Rangsit University

Moderator:  
- Assoc Prof Pana Thongmeearkom, Ph.D., Dean, Faculty of Communication Arts, Huachiew Chalermprakiet University.

12.30 am  Lunch

1.30 pm  **Panel Discussion: Convergence as a Rationale for Merging Communication Regulation under One Entity in Thailand: the Case of the National Telecommunications Commission and the National Broadcast Commission (NBC)**  
Panelists:  
- Sethaporn Cusripituck, Ph.D., Commissioner, National Telecommunications Commission (NTC);  
- Anupap Tiralap, Ph.D., independent academic and member of various government committees on media reform; and  
- Asst Prof Pirongrong Ramasoota Rananand, Ph.D., Department of Journalism, Faculty of Communication Arts, Chulalongkorn University

Moderator:  
- Sinfah Tunsarawuth, Legal Coordinator, Internews Network

2.30 pm  Tea break
2.45 pm  Challenges and Issues facing Thailand on the Road to Communication Liberalization: Open Discussion, led by
- Assoc Prof Ellen P. Goodman;
- Noa Elefant-Loffler, Esq; and
- Asst Prof Pirongrong Ramasoota Rananand, Ph.D.

Conference language: English