The 2nd IEEE International Workshop on Smart Data Pricing (SDP2013)
Technical Program

Friday, April 19

9:00-9:30 Opening Remarks

9:30-10:30 Keynote – Dr. Henning Schulzrinne, CTO of US FCC

10:30-11:00 Coffee break
11:00-12:30

Session I: SDP of Content Distribution & Access

**Pricing for Demand Shaping and Proactive Download in Smart Data Networks**

John Tadrous (Ohio State University, USA); Atilla Eryilmaz (Ohio State University, USA); Hesham El Gamal (Ohio State University, USA)

**SpeedGate: A Smart Data Pricing Testbed Based on Speed Tiers**

Yih-Farn Robin Chen (AT&T Labs - Research, USA); Rittwik Jana (AT&T Labs Research, USA)
On the Interaction between Content-oriented Traffic Scheduling and Revenue Sharing among Providers

Hyojung Lee (KAIST, Korea); Hyeryung Jang (KAIST, Korea); Yung Yi (KAIST, Korea); Jeong-woo Cho (Royal Institute of Technology (KTH), Sweden)

On the CDN Pricing Game

Yang Song (University of Massachusetts, Amherst, USA); Arun Venkataramani (UMass Amherst, USA); Lixin Gao (University of Massachusetts at Amherst, USA)

Economic Models of Sponsored Content in Wireless Networks with Uncertain Demand

Matthew Andrews (Bell Labs, Alcatel-Lucent, USA); Marty Reiman (Bell Labs, Lucent)
Technologies, USA); Qiong Wang (University of Illinois, USA); Ulas Ozen (Ozyegin University, Turkey)

12:30-14:00 Lunch break

14:00-15:30

Session II: Industry Panel

Moderator: Krishan Sabnani (Alcatel-Lucent Bell Labs)

Participants: Sangtae Ha (DataMi)
Paul Polakos (Cisco)

Henning Schulzrinne (FCC)

Volker Hilt (Bell Labs)

Susan Wegner (Deutsche Telecom)

15:30-16:00 Coffee break

16:00-17:30
Session III: SDP of Offloading & Scheduling

Economics of Mobile Data Offloading

Lin Gao (The Chinese University of Hong Kong, Hong Kong); George Iosifidis (University of Thessaly, CERTH, Greece); Jianwei Huang (The Chinese University of Hong Kong, Hong Kong); Leandros Tassiulas (University of Thessaly, Greece)

Economics of WiFi Offloading: Trading Delay for Cellular Capacity

Joohyun Lee (Korea Advanced Institute of Science and Technology (KAIST), Korea); Yung Yi (KAIST, Korea); Song Chong (KAIST, Korea); Youngmi Jin (KAIST, Korea)

Tiered Billing Scheme for Residential Load Scheduling with Bidirectional Energy Trading
Byung-Gook Kim (Yonsei University, Korea); Shaolei Ren (Florida International University, USA); Mihaela van der Schaar (University of California, Los Angeles (UCLA), USA); Jang-Won Lee (Yonsei University, Korea)

Pricing Algorithms for the Day-Ahead Electricity Market with Flexible Consumer Participation

Ozgur Dalkilic (The Ohio State University, USA); Utku Ozan Candogan (Massachusetts Institute of Technology, USA); Atilla Eryilmaz (Ohio State University, USA)

Smart Data Pricing: Lessons from Trial Planning

Ming-Jye Sheng (Princeton University, USA); Carlee Joe-Wong (Princeton University, USA); Sangtae Ha (Princeton University, USA); Felix Ming Fai Wong (Princeton University, USA); Soumya Sen (Princeton University, USA)
**Each paper will have 18 mins, including Q&A.

Keynote

**Title:** Applied Economics of Networks

**Speaker:** Henning Schulzrinne (CTO at US Federal Communication Commission and Professor at Columbia University)

Abstract

TBA

Speaker's Bio

Schulzrinne is the CTO at US Federal Communications Commission and Julian Clarence Levi Professor of Mathematical Methods and Computer Science and Professor of Engineering at The Fu Foundation School of Engineering at Columbia University. He has been an Engineering
Fellow at the FCC since 2010. He has published more than 250 journal and conference papers, and more than 70 Internet Requests for Comment (RFCs). He is widely known for the development of key protocols that enable voice-over-IP (VoIP) and other multimedia applications that are now Internet standards, including the Session Initiation Protocol (SIP). His research interests include Internet multimedia systems, applied network engineering, wireless networks, security, quality of service, and performance evaluation.

Schulzrinne received his undergraduate degree in economics and electrical engineering from the Darmstadt University of Technology, Germany, his MSEE degree as a Fulbright scholar from the University of Cincinnati, Ohio and his Ph.D. from the University of Massachusetts in Amherst, Massachusetts. He was a member of technical staff at AT&T Bell Laboratories, Murray Hill and an associate department head at GMD-Fokus (Berlin), before joining the Computer Science and Electrical Engineering departments at Columbia University, New York. He is an IEEE Fellow and a former member of the Internet Architecture Board (IAB).

Registration

http://infocom.di.unimi.it/index.php/registration.html