

# Dr. Will Taylor

Associate Director



## Contact

will.taylor@nera.com

Auckland: +64 9 928 3292

Sydney: +61 2 8864 6535

Dr. Taylor is an Associate Director in NERA's Antitrust and Competition; Energy; and Communications, Media, and Internet Practices. He provides expert analysis and advice to clients across New Zealand and Australia in matters involving antitrust, regulatory, energy, and financial economics. Dr. Taylor regularly assists clients dealing with complex regulatory issues, energy market design, merger and abuse of market power investigations, and quantum disputes in litigation and arbitration.

On energy matters, Dr. Taylor has advised clients operating in each level of the electricity supply chain. Recent electricity experience includes advising clients on liquidity policy and obligations in New Zealand, Australia, and the UK; the introduction of nodal pricing in the Australian National Electricity Market; market studies by Australian and New Zealand regulators and governments; electricity transmission pricing reform; electricity market reform proposals; and regulatory economics for network businesses. Dr. Taylor's energy experience outside of the electricity sector includes advising on the reform of gas pipeline regulation in Australia, stranding risk for gas networks, transmission governance reform in the gas sector, and contractual disputes on the prices for gas pipeline infrastructure.

In the field of competition economics, Dr. Taylor advises clients on mergers and acquisitions, contracting issues, and allegations of anticompetitive practices. His most recent case experience has involved analysis of the antitrust implications of technological disruption in the pay TV, insurance, broadband, and news/media markets. His broader experience spans industries including health care, manufacturing, forestry, retail, agriculture, transport, electricity generation and distribution, and waste.

In the regulatory sphere, Dr. Taylor has extensive experience in the design and operation of regulatory regimes and access pricing for communications services (fixed and mobile), energy networks (gas and electricity), airports, ports, and dairy. He has particular expertise in telecommunications regulation, having been involved in regulatory proceedings for mobile termination, backhaul, and local loop unbundling.

Dr. Taylor seamlessly brings together his extensive experience on both regulatory and competition issues, enabling him to provide highly valuable analysis and expertise to businesses on market studies and inquiries by governments and regulators. These studies typically assess competition and, if it is lacking, consider regulatory interventions. Dr. Taylor's expertise in financial economics is brought to bear in quantum disputes regarding infrastructure access, fair trading and misrepresentation claims, and commercial damages arbitrations and litigation.

Dr. Taylor is active in the New Zealand competition community. He was recognized as a Future Leader in Competition Economics by the Global Competition Review and Who's Who Legal in 2019. Dr. Taylor is also on the board of the Competition Law and Policy Institute of New Zealand, whose mission is to spread knowledge in the fields of competition law and policy.

## Education

PhD and BCA in economics, Victoria University of Wellington  
BCA with honours in money and finance (1<sup>st</sup> Class), Victoria University of Wellington

## Publications

- *Collaboration and Combination Due to 5G: Unlocking Investment or Reducing Competition?*
- *The Role of Economics on the Road to Autonomous Vehicles and Digital Mobility*
- *GAR Commercial Arbitration 2021: Measuring Economic Damages with Maximum Certainty*
- *Fintech Developments and Antitrust Considerations in Payments*
- *NERA Experts Discuss the Competition Implications of the Transition to 5G*
- *Antitrust Considerations in Payments*
- *The Role of Cost-Reflective Distribution Tariffs and Flexibility Contracts in Supporting the Energy Transition*
- *GAR Commercial Arbitration 2020: Measuring Economic Damages with Maximum Certainty*
- *Improving Mobile Coverage in Mature Markets*
- *Economic and Financial Analyses in Australian Securities Litigation in the Wake of TPT Patrol Pty Limited as trustee for Amies Superannuation Fund v Myer Holdings Limited*
- *Failing Firm Merger Analysis in the Shadow of COVID-19*
- *Measuring Economic Damages with Maximum Certainty*
- *Blockchains in Power Markets: Decentralized Disruption or Incremental Innovation?*
- *Dr. Will Taylor Reflects on 2018 Energy and Telecommunications*
- *Levelling the Playing Field: The Role of the Internet and Mobile Computing in Improving the Efficiency and Competitiveness of Australian Small Business*
- *An Assessment of the DIRA Triggers*
- *The Impact of the Zespri Kiwifruit Export Monopoly on Innovation Incentives*

## Practice Areas

Antitrust and Competition

Auctions

Commercial Litigation and Damages

Communications, Media, and Internet

Consumer Financial Services

Data Science and Analytics

Energy

Radio Spectrum

Regulatory Economics

Securities and Finance

Transport

## About NERA

NERA Economic Consulting ([www.nera.com](http://www.nera.com)) is a global firm of experts dedicated to applying economic, finance, and quantitative principles to complex business and legal challenges. For over half a century, NERA's economists have been creating strategies, studies, reports, expert testimony, and policy recommendations for government authorities and the world's leading law firms and corporations. With its main office in New York City, NERA serves clients from more than 25 offices across North America, Europe, and Asia Pacific.