NERA
ECONOMIC CONSULTING

Dr. Will Taylor

Managing Director

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Will Taylor provides expert analysis and advice to clients across New Zealand and Australia in matters involving antitrust, regulatory, energy, and financial economics. Clients value his unique blend of competition and regulatory economics and deep expertise in energy and telecommunications. His commitment to providing thoughtful analysis and excellent support was recognized in 2020 with the Lexology Client Choice Award for Competition Economists. In 2022, GCR/Who's Who Legal: Competition recognised Dr. Taylor as a Future Leader for Competition Economics.

Dr. Taylor seamlessly brings together his extensive experience in regulatory and competition issues, enabling him to provide highly valuable analysis and expertise to businesses regarding market studies and inquiries by governments and regulators. These studies typically assess competition and, if it is lacking, consider regulatory interventions.

Dr. Taylor advises clients on mergers and acquisitions, contracting issues, and allegations of anticompetitive practices. His most recent case experience 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, retail, transport, and waste.

Dr. Taylor has extensive experience in the design and operation of regulatory regimes and access pricing for fixed and mobile communications services, gas and electricity networks, airports, ports, and dairy. These cases included advising regulators and regulated businesses on innovation, incentive mechanisms, financeabilty, expenditure forecasting, uncertainty mechanisms, productivity assessment, and stranding risk for gas networks.

Dr. Taylor's blend of competition economics and energy sector experience makes him a highly sought-after expert on market design and policy questions in the energy sector. His experience includes advising governments, policymakers, and market participants on wholesale market design, reliability measures, transmission pricing, and market power assessment and mitigation.

He has a long history advising on competition and policy issues in communications and media markets. On competition matters, Dr. Taylor's experience spans mergers, infrastructure sharing, access pricing, market studies, and spectrum acquisition. On policy matters, he has assessed the social benefits of 5G and connectivity, customer inertia, the role of MVNOs, and coverage/universal service obligations.

Education

PhD and BCA in economics, Victoria University of Wellington
BCA with honours in money and finance (1st 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) 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.