

International Roaming experience within ARCTEL-CPLP

Regulatory Associations Meeting
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arctel .CPLP

Associação de Reguladores de Comunicações e Telecomunicações da CPLP

The Challenge



Background

Prices and usage

- Roaming prices between CPLP countries are abusive and restrict the use of communications
- High prices for international calls, have a direct impact on tariffs for voice and data limiting, conditioning access to ICT

Market & Human Development

- 300 million consumers within CPLP
- Indirect access to 2/3 of the world's consumers
- Huge comercial potential
- Huge human migration between CPLP countries
- Active Consumer Associations

Actions & ways forward

- IV AG ARCTEL and III Lusophone Forum on 23 and 25 April 2012 – debate Roaming challenges
- Creation of the WGR – Working Group on Roaming

Groundings

The CPLP in its social, cultural and economic is very much based on mobility. Ease of communication between the different countries would increase cohesion among CPLP.

Incentive tourism, student exchanges and travel professionals by removing barriers to communications within the CPLP.

Increase competition between operators on roaming market and consumer protection.
Preventing excessive pay rates and proper information of service conditions;

Roaming traffic growth based on a decline in effective tariffs, the implementation of transparency measures and the perception of users of lighter roaming prices.

SWAT

Options	Ways	Advantages	Disadvantages
Self-regulation	In a highly competitive and highly liberalized market, roaming prices would tend to greater efficiency	Without regulatory costs	unlikely
Legislative / Regulatory intervention	a) International treaty between CPLP countries b) Coordinated action by regulators or national legislature to adopt similar measures at the same time	Clear definition of pricing and transparency measures	<ul style="list-style-type: none"> • Strong Political Consensus; • Difficult to take into force
Mixed model	Memorandum of understanding between operators + Political Declaration of the Ministers of the CPLP Telecommunications	<ul style="list-style-type: none"> • Operationalization easy once obtained agreement • Voluntary 	Strong Political Consensus

Strategy

Levels	Instruments
Political	Ministerial Declaration calling CPLP operators to establish between them a roaming fixed price.
Operational	MoU - The operators on a voluntary basis, sign a memorandum of understanding in which they undertake the guidelines pointed out by the Ministerial Declaration .
Regulatory	Regulators, via ARCTEL, to collect and work statistical data to publish market information periodically regarding the Roaming between Lusophone countries. Issue guidance on the implementation of the guidelines of the Political Declaration.

Aiming for

Transparency	Prices	Roaming Package
SMS with information to users when roaming (ex: tariffs)	Harmonization of prices (wholesale, retail or both).	Offering distinctive and more attractive roaming conditions avoiding the existing and normally stipulate prices by continent (Africa, Europe, South America, etc.)..
SMS message indicating a toll free number for detailed information on prices	Pricing principles (what am I paying for...)	
Billing threshold to avoid bill-shock		
Contractual and pre contractual information		

Action Plan

Political Level

- NRA to contact the respective Ministries in order to obtain political approval.
- Inclusion in the agenda and Final Declaration of the Ministers of Telecommunications of CPLP meeting .
- Ensure technical advisory to Ministry.

Regulatory Level

- Developing a benchmarking report on roaming market within CPLP to be approved at the next GA of ARCTEL and to be reviewed annually.
- Promote meeting between regulators and operators to discuss price reduction and implement transparency measures.

Operational Level

- Contact operators with roaming offers in order to raise awareness about the objective of creating an roaming agreement in CPLP.
- Promote its implementation through the signing of MoU, voluntary and open between operators.

Road Map

