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| **Source:** | Brazil |
| **Title:** | Increased Transparency on International Mobile Roaming Services and Prices |

**Background:**

In comparing prices between international mobile roaming voice and data services and local voice and data services, the former presents unreasonably higher rates. This situation is due to inefficient competition in the roaming market, to the asymmetry of information between operators and consumers and to the lack of effective regulation by the national regulatory authorities.

In order to mitigate these problems, national telecommunication regulatory authorities should implement measures to increase competition in the market and to empower the consumers. Such measures should result in market forces regulating themselves and in prices on roaming services decreasing naturally due to increased competition.

The implementation of measures for increased transparency on International Mobile Roaming (IMR) service prices would serve both purposes of increasing competition and empowering consumers, with minimal regulatory intervention. Roaming consumers would be fully aware of the prices they would be paying, and operators would compete to gain roaming consumers, causing downward pressures on market prices.

**Proposal:**

To include the following provisions in Article 4, “International Telecommunication Services”, of the International Telecommunication Regulations:

“Member States shall implement measures to increase transparency on international mobile roaming services and prices, including, but not limited to, the availability of services and prices information on Operating Agencies’ websites and the forwarding of messages to roaming users with information on prices and access to roaming services.”

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