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|  | **Document** **TDAG-2****3/29-E** |
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| Hungary |
| Multi-faceted umbrella programme regarding 3G switch off |
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| **Summary:**The National Media and Infocommunications Authority (NMHH) is ready to share its broad experiences with the project regarding the design of a handset subsidy program.**Action required:**TDAG is invited to endorse the proposal in this document.**References:**n/a |

From 2020 it was clear that operators are to gradually switch off their 3G services from the second half of 2022. Their aims are the more efficient use of spectrum allocated to them, the reduction of their operational costs, as well as speeding up their investments in 4G and 5G networks.

In line with European telecommunication policies, Hungarian NRA (NMHH) is backing the 3G switch-off that:

* improves the efficiency of spectrum management;
* supports the development of Very High Capacity Networks (VHCN) as suggested in the Connectivity Toolbox;
* underlines the NRA’s thrive to enhance consumer protection of users of telecommunication services.

NMHH prepared a detailed analysis of the situation and decided to launch a programme consisting of communication, as well as direct and indirect support for users that are affected by the 3G switch-off.

In an effort to minimize any possible adverse effects on residential users, individuals, businesses and m2m users, as well as to maximise the positive effects on the digital ecosystem, NMHH launched a multi-faceted umbrella programme called NetreFel (“Up to the Net”) that:

* provides communication and professional advice in order to encourage users to switch to 4G and 5G devices and subscriptions offering much higher quality services and better functionalities then their 3G devices;
* launched a HUF 5 billion (appr. EUR 140 million) device exchange subsidy programme for eligible residential 3G(2G) user could apply for a subsidy to the purchase of a new (VoLTE ready) 4G or 5G phone;
* initiated the information of and preparation for the 3G switch-off of state, municipalities and private companies (to encourage the possible examination of the regulation and procurement of identified, mostly critical 3G m2m use cases, like online cash registers, POS terminals, different sensors, etc.).

The primary target group of the communication element of NMHH’s NetreFel programme consists of elderly citizens not using mobile Internet. Adopting a wide variety of communication tools (landing page, Facebook-activities, display advertising, press, media and online PR-activities, conferences, podcast, influencers, public announcements, press releases, etc.) and a support scheme for 2G/3G mobiles. The original web page was <https://netrefel.hu/> which was replaced with a soft transition by the already available successor page, the <https://digipedia.hu/>

The device exchange subsidy element of the NetreFel programme is based on the fact that switching off the 3G networks will directly affect residential 3G mobile subscribers who actively use mobile Internet. While mobile voice calls will be taken over by 2G and 4G (in case of VoLTE devices) networks.

Experiences gathered throughout designing, implementing and closing this program could offer useful orientations to regulators investigating the rational and means of a more active involvement in the 3G switch off process in terms of IT background, legal aspects (GDPR, competition policy, etc.), communication to end users and cooperation with telecom operators.

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