

REGIONAL ROAMING WITHIN EAST AFRICA-*One- Network Area*

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IMR as a Policy issue

IMR not prioritized by
policy makers



The focus was to open mobile
market, creating competition,
consumer protection,
interconnection issues...)

Belief that sufficient
competition in national
mobile market would spill
over to IMR Market

Increase of “Bill Shock” due to
rapid diffusion of smart
phones and mobile data
applications

Prompting media and political
pressure to tackle the
problem of high IMR Prices



Regional issue

- High IMR price is an **obstacle to the regional integration** efforts
- Growth in **regional (EAC) travel** due to opening of economies
- Significant **tariff differentials** while roaming on different networks within the host country in EAC
- Roaming **Cross Border Services** – Absence of Regulatory oversight single country or NRA cannot tackle this issue alone
- **Weak/Limited Competitive Forces** in the Roaming Market Segment
- International roaming services involve **multiple stakeholders** (operators, regulators, taxation authorities) and a regional policy framework is paramount





Addressing high IMR within EAC

Guiding Principles were as Follows:

1 •The framework only applies to traffic originating and terminating within the Region;

2 •The said traffic is exempted from Surcharges on international incoming traffic (SIIT);

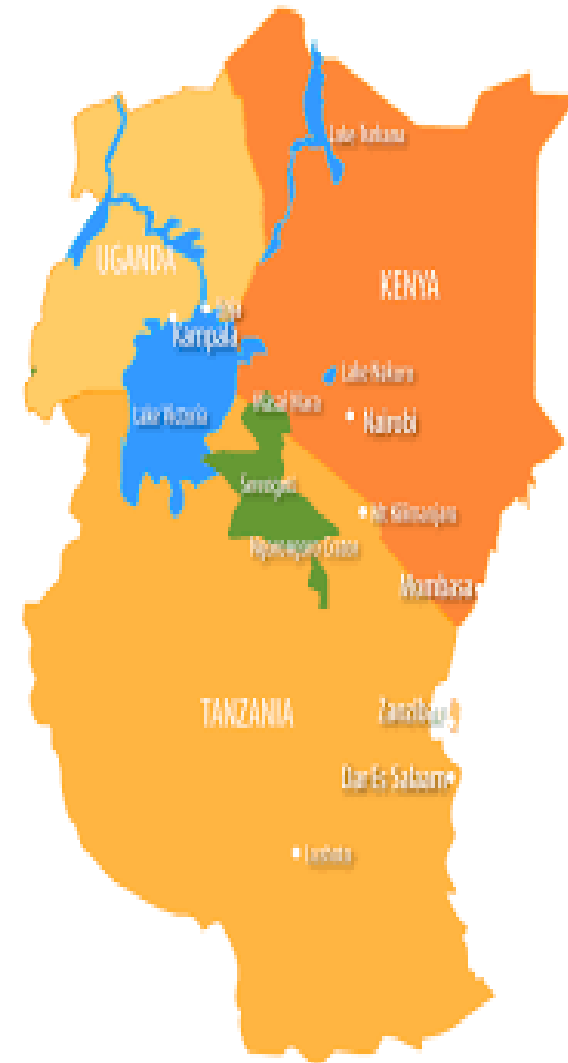
3 •Regional Retail tariff capped at USD 0.10 per minute. This retail rate included an inter-operator tariffs (IOT) for the Region capped at USD 0.07 per minute; *-based on the average of the minimums of the countries*

4 • No charges for receiving calls while roaming;

5 • The prevailing local tariff rates in the visited country shall apply to in-bound roamers (non-discrimination between in-bound roamers and subscribers of visited networks)

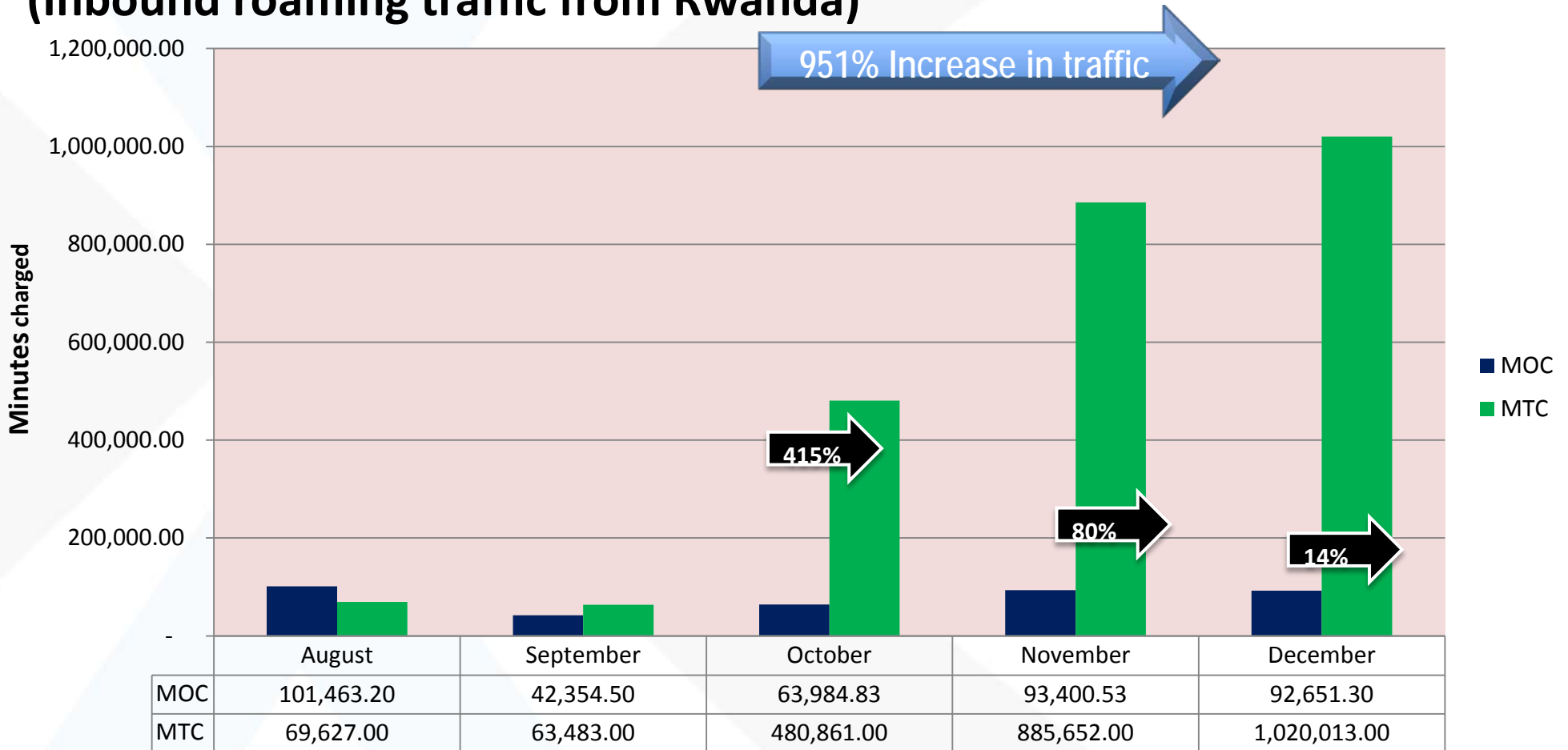
Decision

- Heads of State directed the implementation of **“One-Network-Area” by 31st December 2014**
- August 2014, Ministers of ICT **Gazetted the implementation guidelines of One Network Area (ONA)**
- Early implementation of ONA was set for 1st September 2014 for Kenya, Uganda and Rwanda
- Rwanda and Kenya launched the ONA **on 8th October 2014.**
- Uganda **7th January, 2015**
- TZ and Burundi **15th July, 2015**



Key outcomes: Increase in traffic (Kenya)

(Inbound roaming traffic from Rwanda)



Key outcomes: Increase in traffic

(Kenya)

(Outbound roaming traffic)

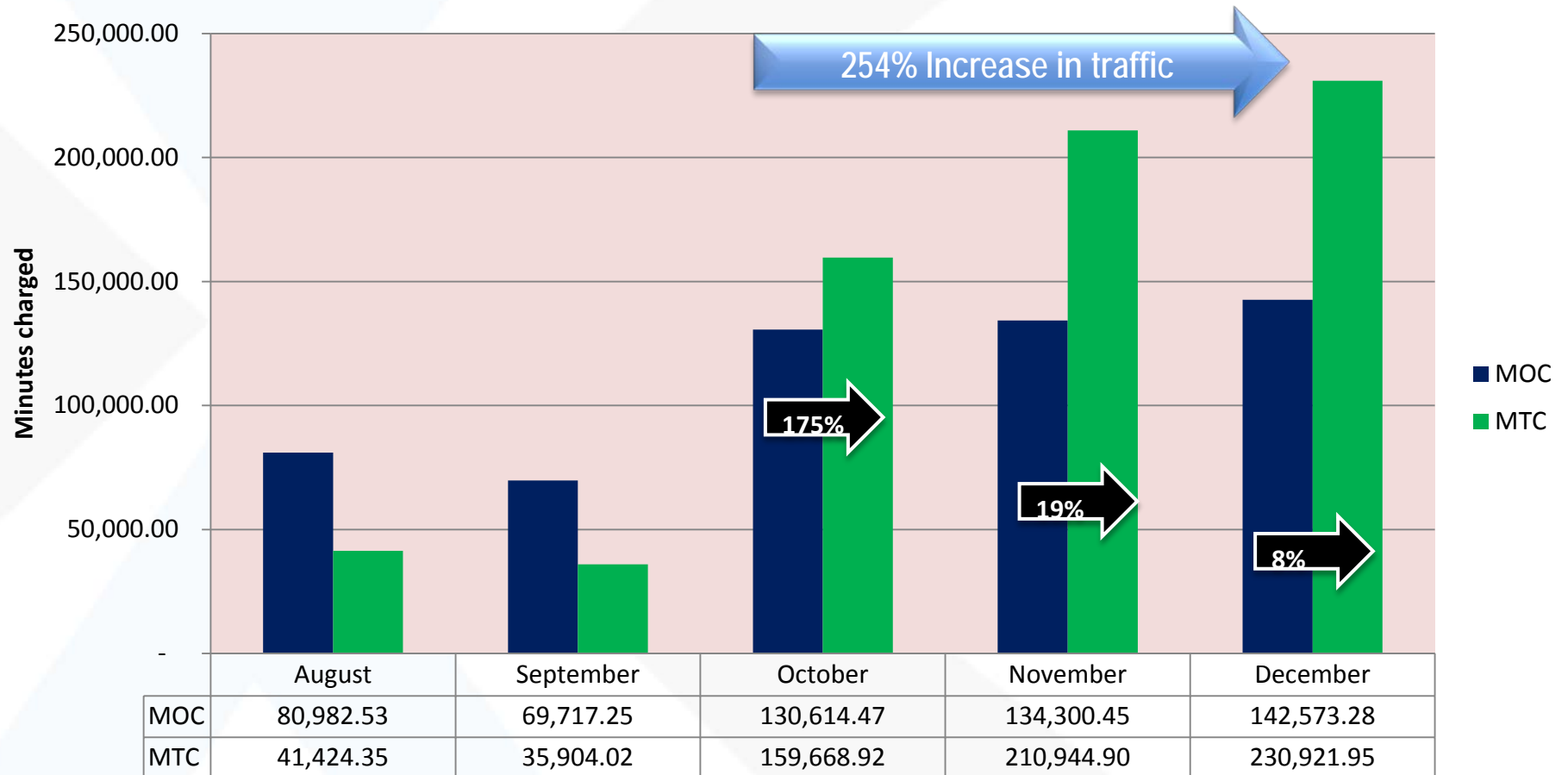
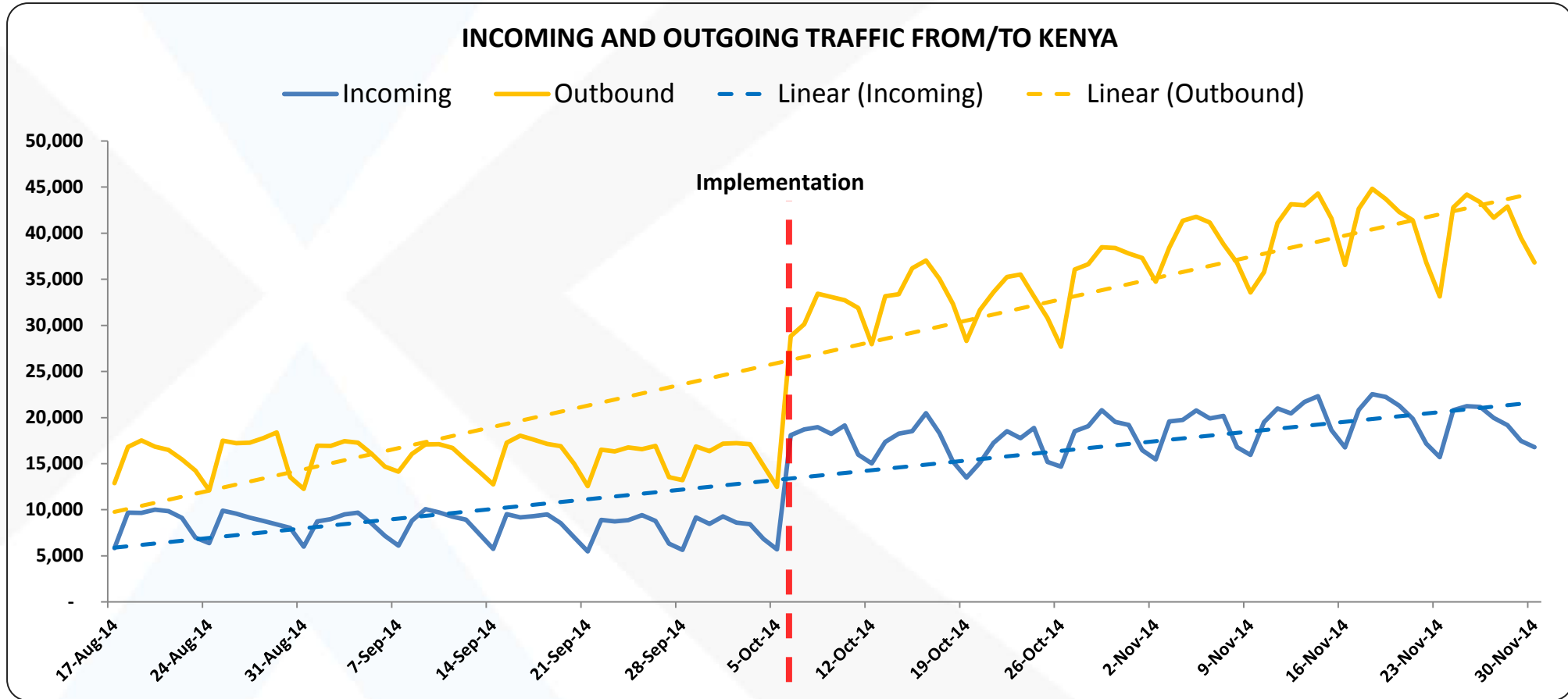
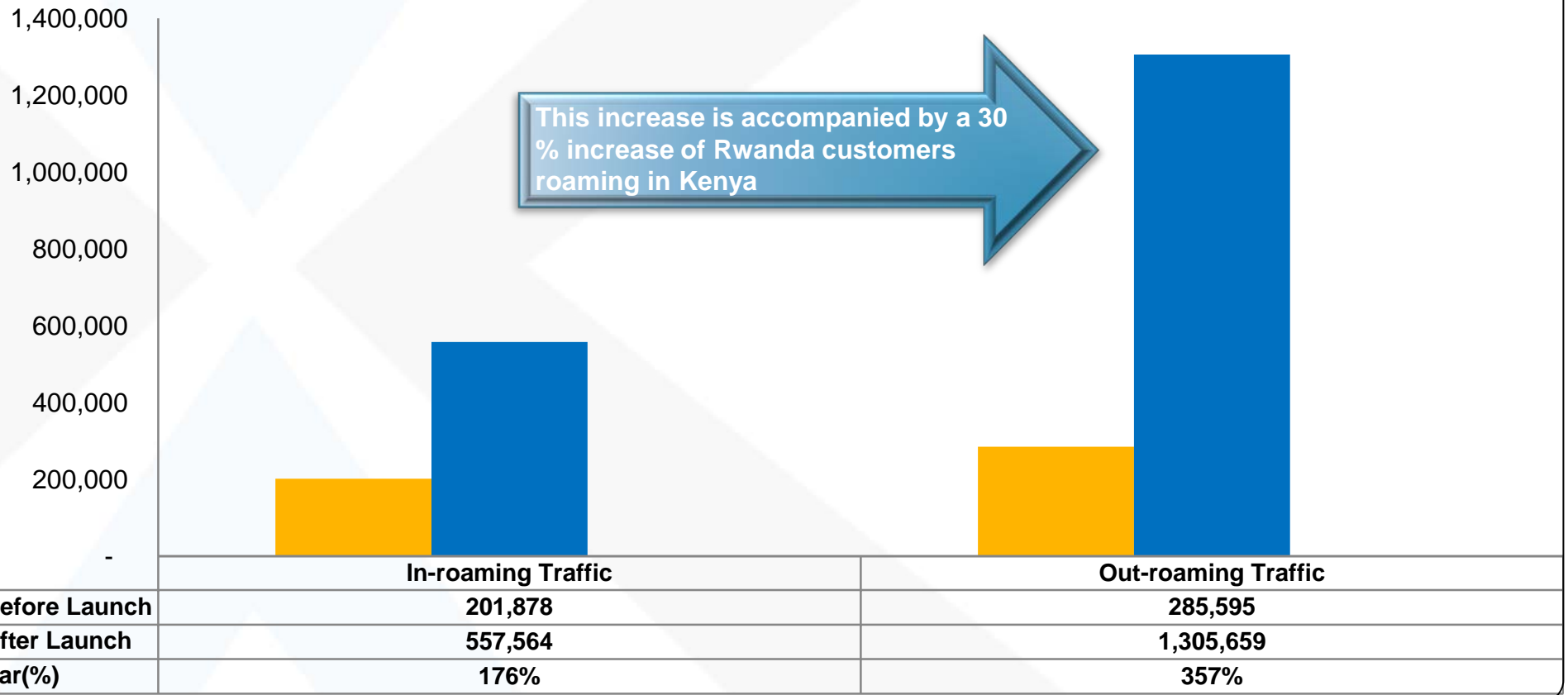


Illustration of traffic before and after launch on one network area (weekly evolution)-Rwanda



Key outcome: Increase in traffic (Rwanda -MTN)

Roaming Traffic



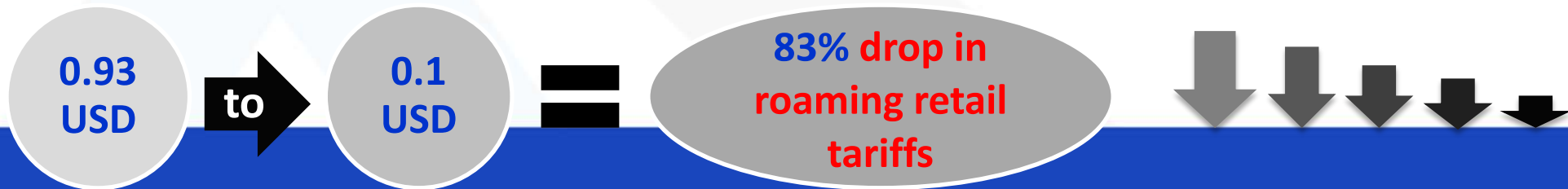
Roaming charges with Uganda

CALL TARIFFS FOR CUSTOMERS ROAMING IN UGANDA

	MTN		UTL		airtel		orange	
	OLD RATES	NEW RATES	OLD RATES	NEW RATES	OLD RATES	NEW RATES	OLD RATES	NEW RATES
Calls to networks in Uganda	17.50	10.00	17.20	10.00	50.00	10.00	25.00	10.00
Calls from Uganda to Kenya	25.00	10.00	22.00	10.00	85.00	10.00	30.00	10.00
Calls to Rwanda	25.00	10.00	36.50	10.00	215.00	10.00	150.00	10.00
Calls to Other Countries	25.00	25.00	36.50	16.00	215.00	180.00	150.00	150.00
Receiving calls while roaming in Uganda	25.00	0.00	25.00	0.00	25.00	0.00	25.00	0.00

CALL TARIFFS FOR CUSTOMERS CALLING UGANDA FROM KENYA

	OLD RATES	NEW RATES
International Direct Dialing	25.00	10.00



Other Benefits of One Network Area



Enhance Regional Socio-Economic Integration



Fast-Tracks the Regional Common Market



Reduced cost of doing business for all Member



Spurs other Economic Activities such as Trade and Services



Increased Government Revenues from increased usage of ICT services

Thank you!

