



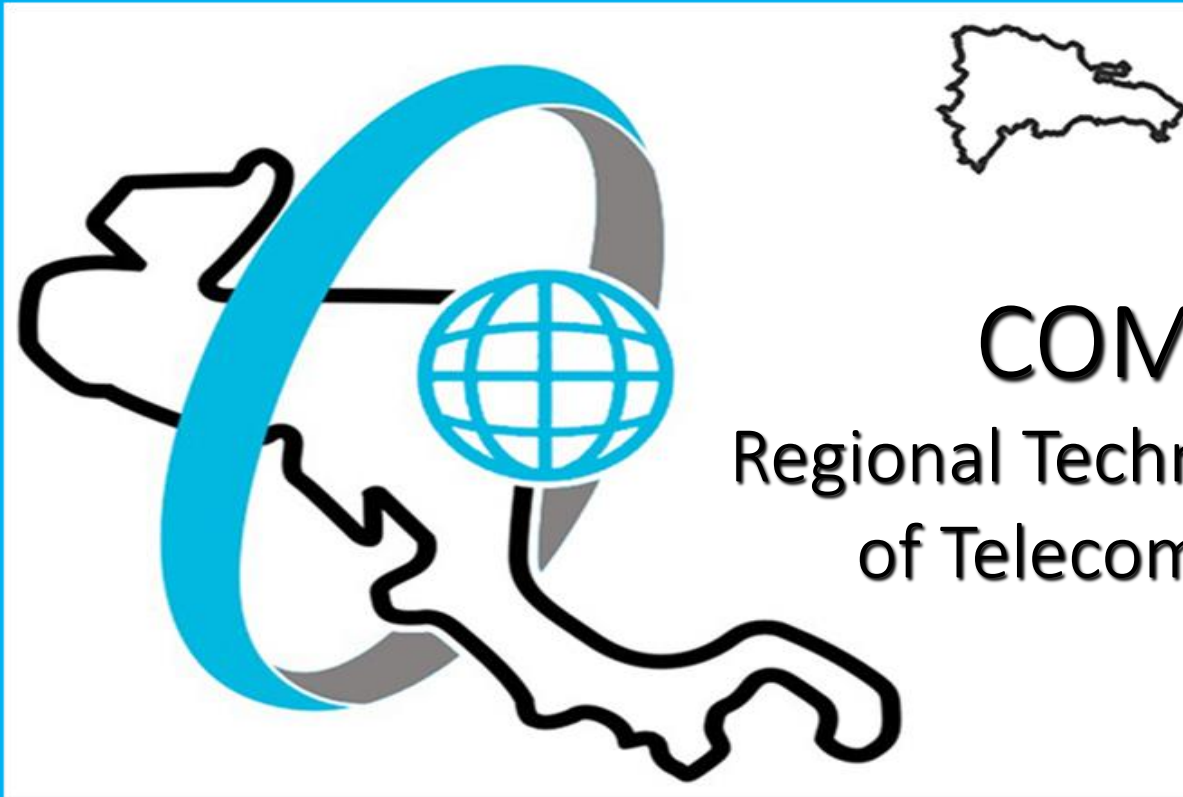
International Mobile Roaming Consultation Meeting



Geneva, Switzerland, 15-16 September 2016

ROAMING IN AMERICAS REGION

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COMTELCA



COMTELCA

Regional Technical Commission
of Telecommunications

An Institution that promotes the development
of Information and Communications Technology

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COMTELCA

Regional Technical Commission
of Telecommunications

A specialized agency of the Central American Integration System (SICA), which coordinates and harmonizes the development of the telecommunications industry in the region

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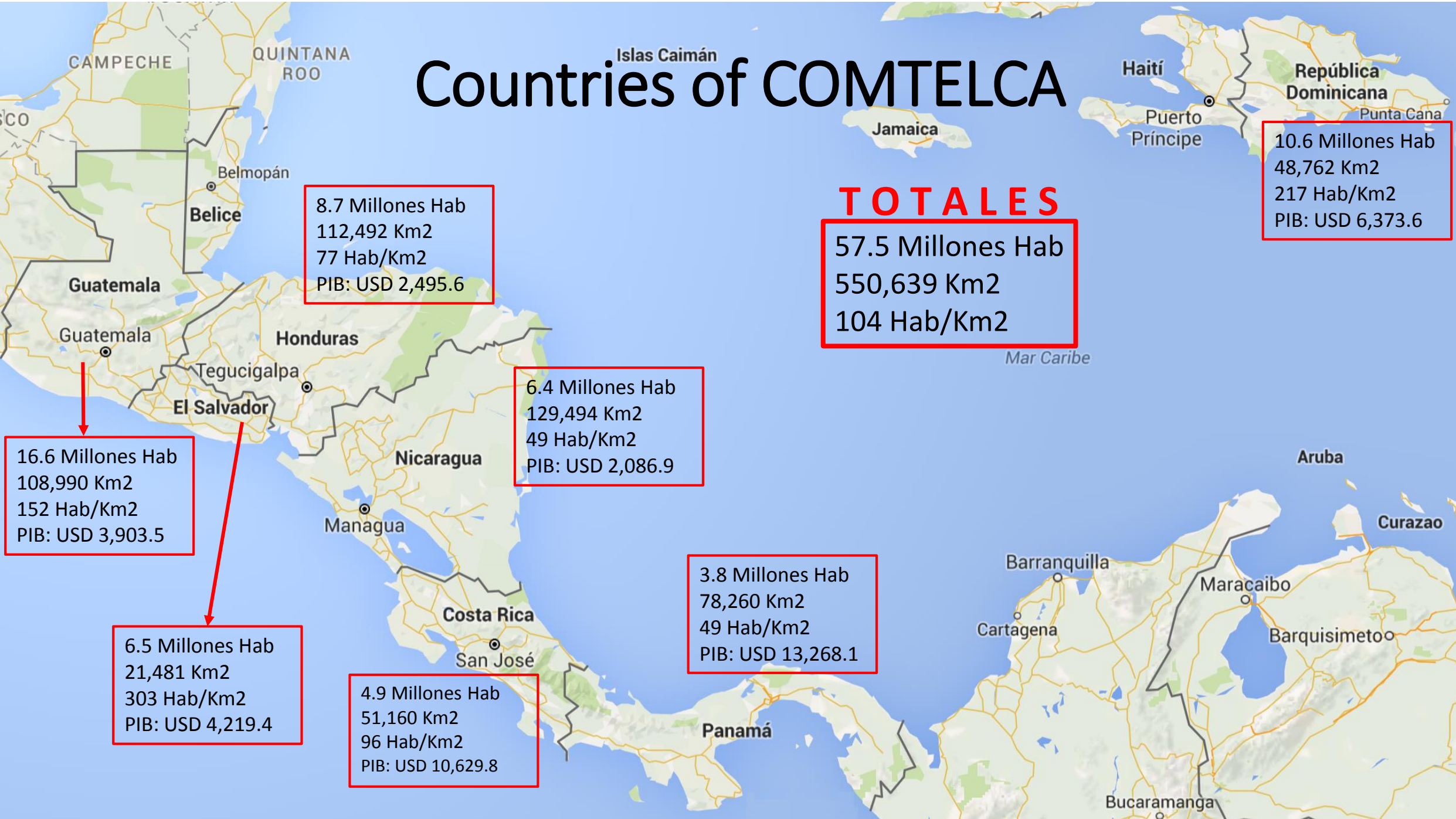
COMTELCA

Regional Technical Commission
of Telecommunications

It consists of the States of Guatemala,
El Salvador, Honduras, Nicaragua, Costa Rica, Panama
and Dominican Republic

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Countries of COMTELCA



COUNTRY	PENETRATION (PER 100 INHABITANTS)			
	Fixed Subscriptions	Mobile Subscriptions	Fixed Broadband Subscriptions	Internet Users
Guatemala	11	107	2.73	23.4
El Salvador	15	144	5	29.7
Honduras	6	94	1.39	19.1
Nicaragua	6	115	2.48	17.6
Costa Rica	18	144	10.52	49.4
Panamá	15	158	7.9	44.9
República Dominicana	12	79	5.7	49.6

Source: World Bank 2014

Background

- **2008 - Villa Hermosa, Mexico.** X SUMMIT OF HEADS OF STATE AND GOVERNMENT OF THE MECHANISM FOR DIALOGUE AND PARTNERSHIPS TUXTLA, item 4, letter (c) provides: Designing a regional strategy to encourage reduction of roaming and long distance rates in the countries of Mesoamerica.
- **2009 - Guanacaste, Costa Rica.** XI SUMMIT OF HEADS OF STATE AND GOVERNMENT OF THE MECHANISM FOR DIALOGUE AND PARTNERSHIPS TUXTLA, number 34, item (iii) provides: Design a regional strategy to promote the reduction of roaming and long distance rates.
- **2009 Cusco, Perú.** Meeting: "International Roaming Services: regional action plan and lessons learned" IIRSA - CITEL.
 - Discuss proposals for actions developed by regulators, operators, government bodies and organizations, related to improving the functioning of the Regional Roaming Market.
 - Propose initiatives to make an Action Plan to Invigorate the Regional Market of Roaming Services with the participation of all sectors related to the operation of this service market.

Background

- **2010 - STUDY ON THE ENCOURAGEMENT OF MOBILE ROAMING SERVICES HARMONIZATION IN CENTRAL AMERICA-ITU.** Promote solutions to inadvertent roaming, quality and transparency of international roaming, promoting solutions for Double Taxation at bilateral and regional level. As result, it was proposed to implement immediate actions at national level, subsequently achieving a specific initiative for the region.
- **2011 – Nicaragua. WORKSHOP ON NUMBER PORTABILITY, ROAMING AND MODEL OF AN EFFICIENT COMPANY.** ITU: Roaming in Border Areas, Inadvertent Roaming, Prepaid Roaming, Roaming in other countries.
- **Annual Operating Plan COMTELCA 2012** instructs Standardization Committee to develop a proposal to reduce roaming and regional long distance rates, taking into account that the Central American Parliament (PARLACEN) has expressed interest in eliminating roaming charges in Central America.

Background

- Some of the **recommendations of the Standardization Committee to the Board of COMTELCA:**
 - The rate per minute, including taxes, of roaming services should not exceed one hundred thirty percent (130%) of the current rate of the Mobile international long distance call (from origin country to visited country).
 - Gradual reduction of roaming rates over a period of 24 months.
 - Establish a strip of 5 km on either side of the border line in the countries of the region in which the roaming service fee is not charged, applying local rates for mobile service.
 - Create a procedure to allow operators that do not have infrastructure in all countries, to provide roaming service with non-discriminatory rates.

Background

- **2013 BID – REGULATEL.** STUDY ON ROAMING IN MEXICO, CENTRAL AMERICA (BELIZE, GUATEMALA, EL SALVADOR, HONDURAS, NICARAGUA, COSTA RICA, PANAMA) AND DOMINICAN REPUBLIC. Initiatives to improve international roaming service and Regulatory Policies proposals. Recommendations to Regulators: Information to users on roaming services, Welcome Message (Welcome SMS), Providing information to Regulators on Roaming Services, Consumption Alerts, Limit of Roaming consumption, Roaming unnoticed in border areas, Regional Roaming Services Regulations.
- **July 2013 COMTELCA-BID. Nicaragua.** I REGIONAL WORKSHOP ON LONG DISTANCE. **November 2013 COMTELCA-BID. Guatemala.** II REGIONAL WORKSHOP ON LONG DISTANCE. Participation of Regulators and Operators with the assistance of an international moderator to review issues on Long Distance and Roaming, with the aim of promoting the reduction of long distance and roaming rates in Meso America countries. A channel of dialogue between operators and regulators, that apparently did not exist previously, was opened. In short, an opportunity to continue working together between all stakeholders, with the challenge of agreeing the rate reduction, was generated.

Background

- **2016** Meeting of Regulatory Authorities of Chile, Colombia and Mexico under the Mobile World Congress (MWC) 2016. They agreed to share information and conduct studies on International Roaming issues.
- **2016** The members of the Pacific Alliance (Colombia, Chile, Mexico and Peru) decided to work together to eliminate roaming rates in the countries of the pact, trying to reach agreements with operators.

Current Situation

- Voice, data and video services have become basic services that users are not willing to stop receiving even when traveling outside their home countries.
- Statistics from the World Tourism Organization (WTO) point out that Latin America attracted 16 percent of international travels in 2015, equivalent to 192 million people, an increase of 5 percent compared to 2014.
- Traditionally, roaming traffic in the region was related to business activities. However, this trend has changed. WTO figures indicate that 52 percent of worldwide travels are made for leisure, recreation and holidays; 27 percent for health, religion and other matters and only 14 percent for business and professional reasons.
- Roaming is migrating from voice to data (including use of social networks, mobile commerce services, download, use of mobile applications and instant messaging).

Current Situation

- Every time there is a greater availability of public Wi-Fi hotspots in airports, hotels and places, allowing users to make calls over the Internet or have access to instant messaging, most of the time at no cost to the user.
- According to Syniverse, the number of worldwide subscribers who will use roaming in 2017 represent 18.6 percent of the total and in Latin America, mobile roamers will increase from 21,700,000 in 2013 to 32,500,000 in 2018.
- Operators have invested in platforms and have already deployed infrastructure in several countries.
- The presence and competition of operators is regional and they also face the challenge of Mobile Virtual Network Operators and Over the Top enterprises (OTT).

Trend of Roaming rates

Increase of number of users who travel to other countries

Need for integration of regional markets

Availability of public access wireless networks (WiFi)

Compete with other operators (OTT)

**Elimination
of roaming
charges by
mobile
operators**

Some Results

- Operators are offering packages that include calls, messages and data for users who travel to other countries.
- Offers of fixed monthly charge to make unlimited calls to other countries.
- Offers of international calls at local rates.
- The average price per minute of voice in Latin America has fallen from 11 dollar cents in the fourth quarter of 2008 to 6 dollar cents in the same period of 2013 (GSMA).
- In Latin America, the first offers of roaming elimination were focused on users traveling to the United States or Canada; however, the increasing of intraregional migration in recent years has caused the telephone companies to eliminate the roaming charges in the region.

Response from Operators in Central América

- From April 2015 CLARO began eliminating roaming charges in Central America "Talk and browse throughout Central America with your same local rate". "In Claro we eliminate border lines in prices" postpaid customers that contract the unlimited calling plan at no cost, also can use it to communicate with telephones in other countries in the region on Claro network. The customer is saving about 40% per minute.
- April 2015 Tigo (Millicom) began offering unlimited calls and roaming services in El Salvador, Guatemala and Honduras at local rate. The company also introduced four new postpaid plans, which allow users to make unlimited calls to all numbers associated with the line, other Tigo users, other local businesses and to United States.
- May 2015 Movistar (Telefonica) announced that users can use data service at a local cost in any of the Central American countries in which Movistar has coverage. The service called "Movistar Without Borders", is available for prepaid and postpaid users. Data consumption exceeding the contracted plan also will be charged at local rate, regardless of the country where it is consumed.



Response from Operators in other countries

- In 2015 an intense battle between mobile operators was presented to eliminate international roaming charges between Mexico and the United States and integrate a single North American market. AT&T took advantage of having infrastructure in both countries and was the first to eliminate roaming charges, followed by MOVISTAR and TELCEL later. After this, US operators, T-Mobile and Sprint, also launched bids eliminating roaming charges in the block.
- In November 2015, in response to the actions of Claro (America Movil) and Movistar (Telefonica), the company VIVA in the Dominican Republic also eliminated roaming charges from the United States, Puerto Rico and the US Virgin Islands, being the only operator in the country to apply this offer.
- In 2016 AMERICA MOVIL eliminates Roaming charges for international clients in Argentina, Brazil, Chile, Colombia, Ecuador and Peru. TELEFÓNICA (Movistar), has also responded in the region with the elimination of Roaming charges in Mexico, Costa Rica, El Salvador, Guatemala, Nicaragua, and Panamá.

Regional Operators with greater market share in Central America

	GUATEMALA	EL SALVADOR	HONDURAS	NICARAGUA	COSTA RICA	PANAMÁ
Mobile Telephony	CLARO MOVISTAR TIGO	CLARO MOVISTAR TIGO DIGICEL	TIGO CLARO	CLARO MOVISTAR	CLARO MOVISTAR	CLARO MOVISTAR DIGICEL
Mobile Broadband	CLARO MOVISTAR TIGO	CLARO MOVISTAR TIGO DIGICEL	TIGO CLARO	CLARO MOVISTAR	CLARO MOVISTAR	CLARO MOVISTAR DIGICEL
Fixed Telephony	CLARO MOVISTAR TIGO	TIGO CLARO	TIGO CLARO	CLARO	TIGO	
Fixed Broadband	TIGO CLARO	TIGO CLARO	TIGO CLARO	CLARO	TIGO	
Paid TV	TIGO CLARO	TIGO CLARO	TIGO CLARO	CLARO	TIGO CLARO	CLARO

POSTPAID Roaming Rates

OPERATOR	COUNTRY VISITED	VOICE (USD)		SMS (USD/MESSAGE) OUTGOING (MAXIMUM VALUES)	DATA (USD/MB) INCOMING (MAXIMUM VALUES)
		OUTGOING CALLS (MAXIMUM VALUES)	INCOMING CALLS (MAXIMUM VALUES)		
Telefónica Celular S. A. (CELTEL) 	GUATEMALA	0.15	0.15	0.1	-
	EL SALVADOR	0.15	0.15	0.1	-
	NICARAGUA	1.5	1	0.4	10.24
	COSTA RICA	1.5	1	0.4	10.24
	PANAMA	2.5	1.5	0.4	10.24/15.36
	REPUBLICA DOMINICANA	2	1.5	0.4	10.24
Servicios de Comunicaciones de Honduras S. A. de C. V. (SERCOM) 	GUATEMALA	0.15	0.15	0.06	0.026
	EL SALVADOR	0.15	0.15	0.06	0.026
	NICARAGUA	0.15	0.15	0.06	0.026
	COSTA RICA	0.15	0.15	0.06	0.026
	PANAMA	0.15	0.15	0.06	

* Operators Web Site. August 2016.

PREPAID Roaming Rates

OPERATOR	COUNTRY VISITED	VOICE (USD)		SMS (USD/MESSAGE) OUTGOING (MAXIMUM VALUES)	DATA (USD/MB) INCOMING (MAXIMUM VALUES)
		OUTGOING CALLS (MAXIMUM VALUES)	INCOMING CALLS (MAXIMUM VALUES)		
Telefónica Celular S. A. (CELTEL) 	GUATEMALA	0.50	0.46	0.10	
	EL SALVADOR	0.50	0.46	0.10	
	NICARAGUA	1.50	1.00	0.40	
	COSTA RICA	0.88	0.55	0.14	
	PANAMA	0.50	0.55	0.10	
Servicios de Comunicaciones de Honduras S. A. de C. V. (SERCOM) 	GUATEMALA	0.15	0.15	0.007	0.08
	EL SALVADOR	0.15	0.15	0.007	0.08
	NICARAGUA	0.15	0.15	0.007	0.08
	COSTA RICA	0.15	0.15	0.007	0.08
	PANAMA	0.15	0.15	0.026	

* Operators Web Site. August 2016.

Minimum Roaming Rates – Incoming Calls (USD/Min)

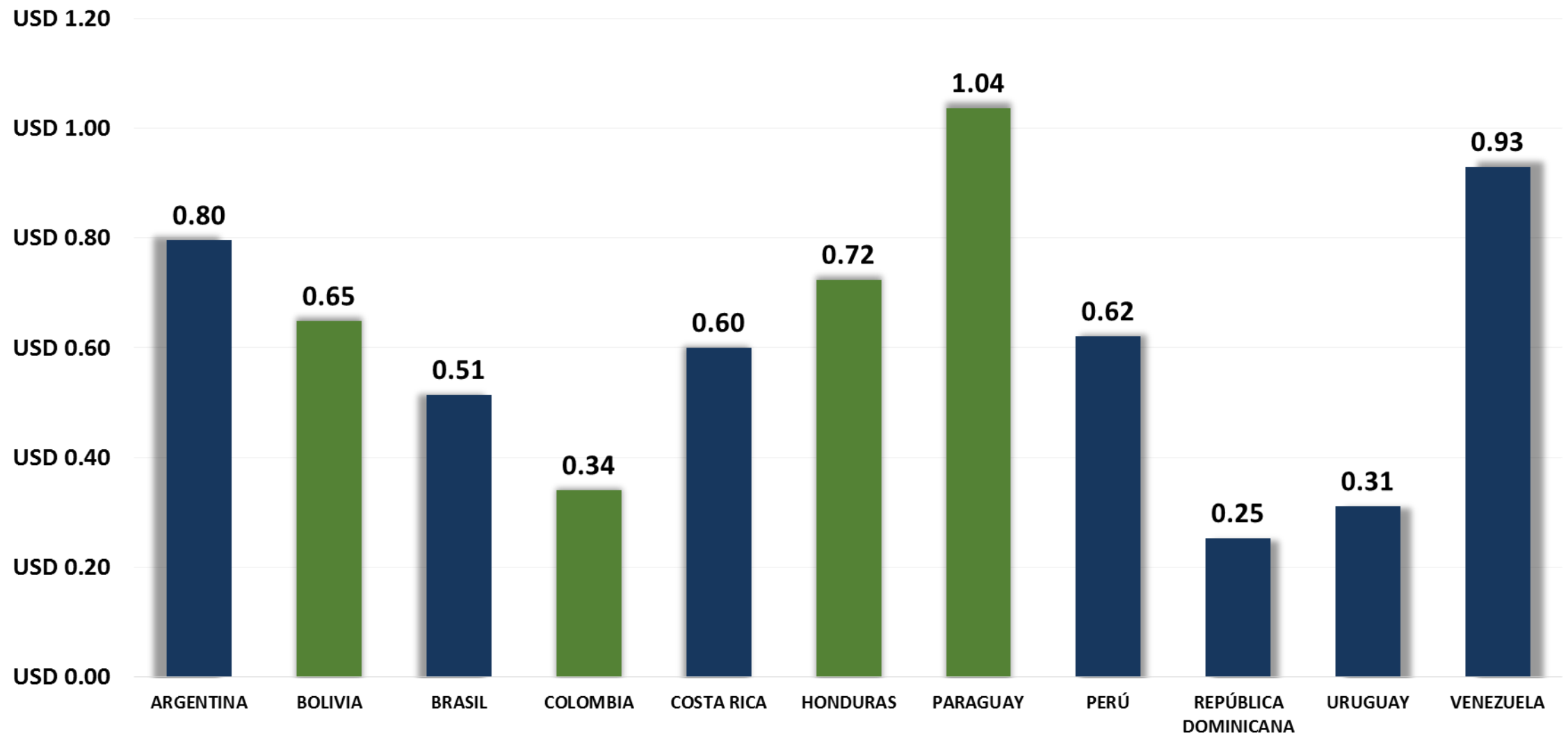
INTERNATIONAL ROAMING RATE (IN US\$) CHARGED TO USERS FROM:												
WHEN VISITING:	ARGENTINA	BOLIVIA	BRASIL	COLOMBIA	COSTA RICA	HONDURAS	MÉXICO	PARAGUAY	PERÚ	REPÚBLICA DOMINICANA	URUGUAY	VENEZUELA
ARGENTINA		0.71	0.51	0.31	0.60	0.08	S.I.	0.60	0.59	0.08	0.34	0.90
BOLIVIA	1.00		S.I.	0.63	0.60	S.I.	S.I.	0.60	0.59	0.08	0.30	0.84
BRASIL	0.75	0.63		0.31	0.60	0.10	S.I.	0.60	0.59	0.08	0.34	0.84
COLOMBIA	1.00	0.50	S.I.		0.60	0.10	S.I.	1.00	0.59	0.08	0.30	1.12
COSTA RICA	1.00	0.67	S.I.	0.31		5.12	S.I.	1.00	0.59	1.04	0.30	1.12
HONDURAS	1.00	0.67	S.I.	0.00	0.60		S.I.	1.50	0.59	0.08	0.30	S.I.
MÉXICO	1.00	1.10	S.I.	0.31	0.60	0.10		1.50	0.59	1.04	0.30	0.98
PARAGUAY	0.00	0.50	0.51	0.31	0.60	S.I.	S.I.		0.59	0.08	0.34	0.56
PERÚ	1.00	0.67	S.I.	0.31	0.60	0.11	S.I.	1.50		0.08	0.30	0.70
REPÚBLICA DOMINICANA	1.00	0.68	S.I.	0.31	0.60	0.10	S.I.	1.00	0.59		0.30	1.12
URUGUAY	0.00	0.50	S.I.	0.31	0.60	0.08	S.I.	0.60	0.59	0.08		1.12
VENEZUELA	1.00	0.50	S.I.	0.63	0.60	S.I.	S.I.	1.50	0.93	0.08	0.30	
AVERAGE	0.80	0.65	0.51	0.34	0.60	0.72	S.I.	1.04	0.62	0.25	0.31	0.93

S.I. – No information.

*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.

Average Minimum Roaming Rates – Incoming Calls (USD/Min)



*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.

Minimum Roaming Rates – Outgoing Calls (USD/Min)

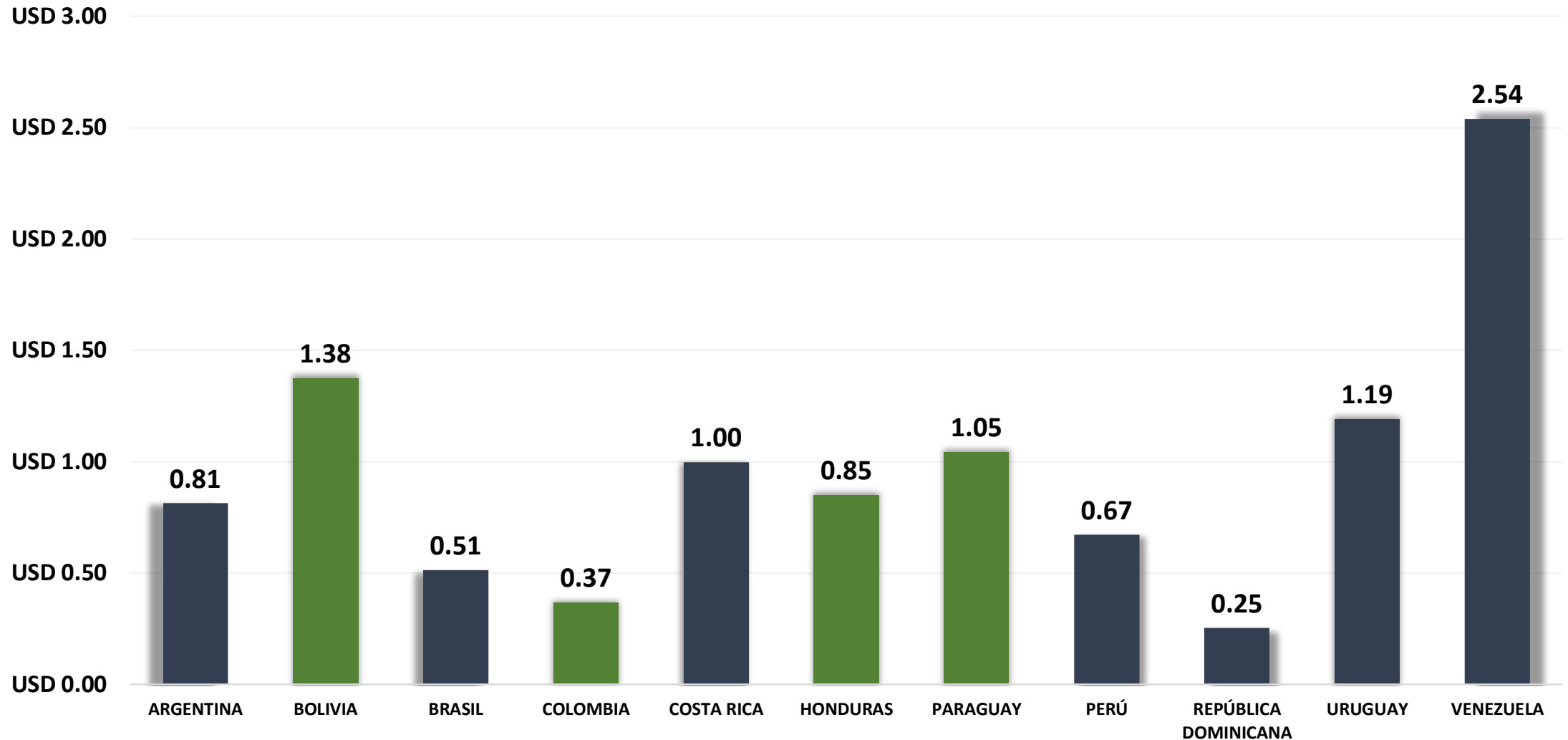
TARIFA POR ROAMING INTERNACIONAL (EN US\$) COBRADA A USUARIOS DE:												
CUANDO VISITAN:	ARGENTINA	BOLIVIA	BRASIL	COLOMBIA	COSTA RICA	HONDURAS	MÉXICO	PARAGUAY	PERÚ	REPÚBLICA DOMINICANA	URUGUAY	VENEZUELA
ARGENTINA		0.95	0.51	0.31	0.75	0.08	S.I.	0.50	0.59	0.08	0.55	2.80
BOLIVIA	1.00		S.I.	0.63	2.00	S.I.	S.I.	0.50	0.59	0.08	1.10	2.57
BRASIL	0.75	1.57		0.31	0.75	0.09	S.I.	0.50	0.59	0.08	0.65	1.84
COLOMBIA	1.00	1.00	S.I.		0.75	0.08	S.I.	0.50	0.59	0.08	1.29	2.80
COSTA RICA	1.00	1.14	S.I.	0.31		4.19	S.I.	0.50	0.59	1.04	1.39	2.20
HONDURAS	1.00	2.04	S.I.	0.31	1.23		S.I.	2.00	0.59	0.08	1.55	S.I.
MÉXICO	1.00	2.00	S.I.	0.31	0.75	2.10		2.00	0.59	1.04	1.55	1.99
PARAGUAY	0.10	1.10	0.51	0.31	1.25	S.I.	S.I.		0.59	0.08	0.65	2.57
PERÚ	1.00	1.00	S.I.	0.31	0.75	0.09	S.I.	2.00		0.08	1.55	2.46
REPÚBLICA DOMINICANA	1.00	1.83	S.I.	0.31	1.25	0.09	S.I.	0.50	0.59		1.55	3.36
URUGUAY	0.10	1.00	S.I.	0.31	0.75	0.09	S.I.	0.50	0.59	0.08		2.80
VENEZUELA	1.00	1.50	S.I.	0.63	0.75	S.I.	S.I.	2.00	1.50	0.08	1.28	
AVERAGE	0.81	1.38	0.51	0.37	1.00	0.85	-	1.05	0.67	0.25	1.19	2.54

S.I. – No information.

*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.

Average Minimum Roaming Rates – Outgoing Calls (USD/Min)



*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.

Minimum Roaming Rates – Data (USD/MB)

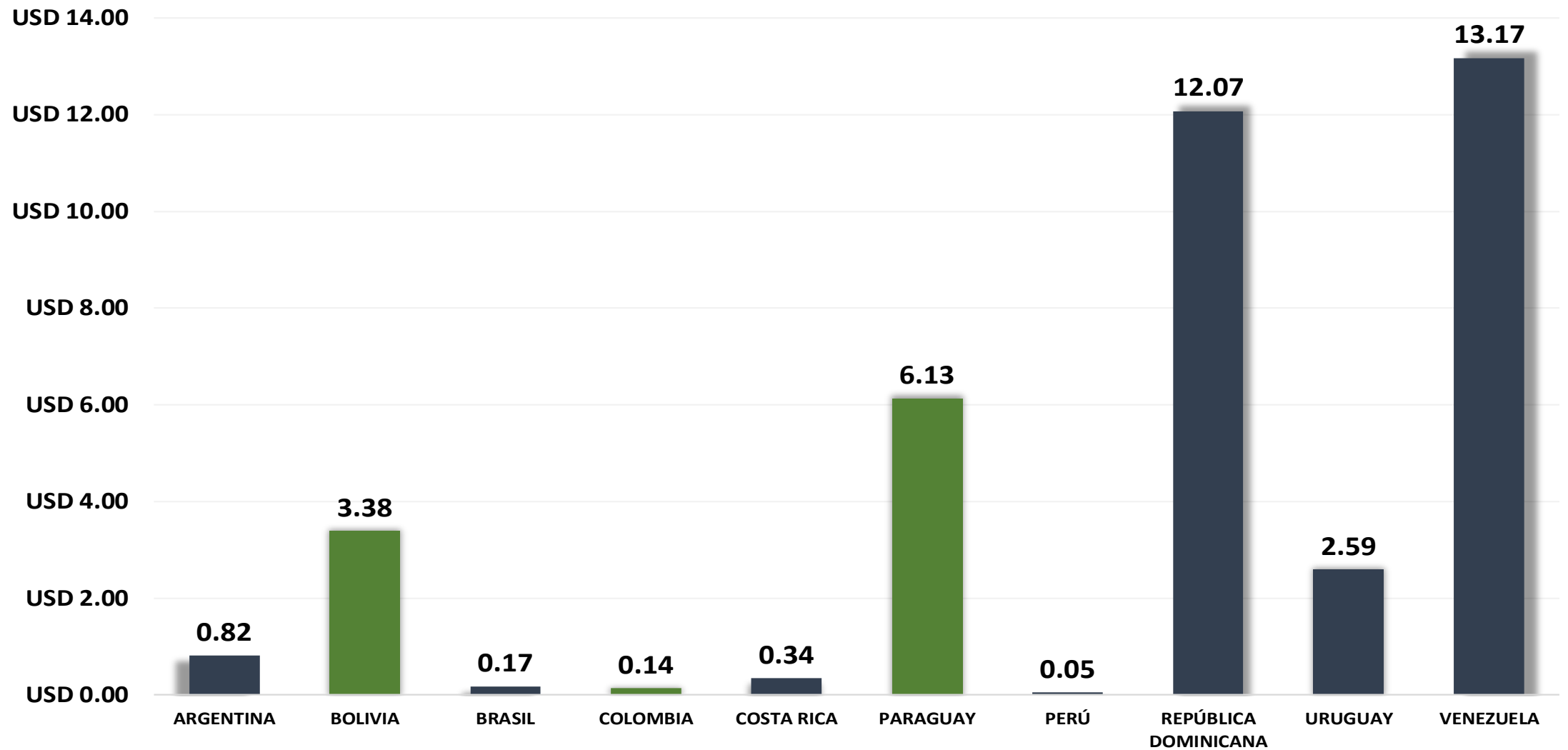
TARIFA POR ROAMING INTERNACIONAL (EN US\$) COBRADA A USUARIOS DE:												
CUANDO VISITAN:	ARGENTINA	BOLIVIA	BRASIL	COLOMBIA	COSTA RICA	HONDURAS	MÉXICO	PARAGUAY	PERÚ	REPÚBLICA DOMINICANA	URUGUAY	VENEZUELA
ARGENTINA		1.51	0.17	0.15	0.59	S.I.	S.I.	1.50	0.00	13.31	0.85	13.17
BOLIVIA	1.00		S.I.	0.15	0.59	S.I.	S.I.	1.50	0.07	13.31	3.00	13.17
BRASIL	0.75	1.78		0.15	0.23	S.I.	S.I.	1.50	0.00	13.31	0.65	13.17
COLOMBIA	1.00	1.78	S.I.		0.59	S.I.	S.I.	3.00	0.00	13.31	3.50	13.17
COSTA RICA	1.00	8.40	S.I.	0.15		S.I.	S.I.	9.61	0.00	6.50	3.50	13.17
HONDURAS	1.00	10.30	S.I.	0.00	0.03		S.I.	9.61	0.36	13.31	S.I.	S.I.
MÉXICO	1.00	1.88	S.I.	0.15	0.23	S.I.		9.61	0.00	6.50	3.50	13.17
PARAGUAY	0.12	3.00	0.17	0.15	0.23	S.I.	S.I.		0.07	13.31	0.85	13.17
PERÚ	1.00	1.78	S.I.	0.15	0.23	S.I.	S.I.	10.00		13.31	3.50	13.17
REPÚBLICA DOMINICANA	1.00	1.78	S.I.	0.15	0.23	S.I.	S.I.	10.00	0.07		3.50	13.17
URUGUAY	0.12	2.00	S.I.	0.15	0.23	S.I.	S.I.	1.50	0.00	13.31		13.17
VENEZUELA	1.00	3.00	S.I.	0.15	0.59	S.I.	S.I.	9.61	0.00	13.31	3.00	
AVERAGE	0.82	3.38	0.17	0.14	0.34	-	-	6.13	0.05	12.07	2.59	13.17

S.I. – No information.

*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.

Average Minimum Roaming Rates – Data (USD/MB)



*Green color: 2015 roaming rates.

*Blue color: 2016 roaming rates.



Future Challenges

- Create new mobile platforms that take advantage of freer communication across the American continent.
- The service industry must adapt its current mobile offerings.
- Enhance existing services and create completely new ones.
- Solutions to allow operators that do not have infrastructure in all countries, to provide roaming service with non-discriminatory rates.
- “AMERICA FREE OF ROAMING”.

**Thanks for
your attention.**