

Let's roam the world!

ITU International Mobile Roaming Consultation Meeting

Geneva, September 15th 2016
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INTUG & BTG

- INTUG (International Telecommunications Users Group) was established in 1974 with permanent **observer status at ITU**;
- **Global reach** representing over 1000 large, medium and small companies worldwide;
- BTG, INTUG-member, Dutch association, has 100s of national and international businesses in a wide variety of industries;



Business consumer View of Roaming

- Many businesses operate internationally - roaming charges have a **negative impact on collaboration, innovation and risk-taking;**
- **Cost transparency** for roaming charges is lacking, resulting in cartel-like pricing, which can only be controlled by **regulation;**
- MNOs are **too focused on current revenue models**, dominance in access and price competition only, blocking innovation
- A **new business model is needed**, focused on new business processes, disruptive ICT innovation and consumer behaviour

The Recommended way forward

- The future business and social environment will be built on **borderless movement** and **trade** and **connected things**;
- The **current system** isn't **effective** (anymore) and **unsustainable**; i.e. artificial surcharges for a person or device not being in its contracted country;
- **Elimination** of International Roaming Charges is no longer just an economic need, but also a **social responsibility!** More transparency and affordability are the first steps.



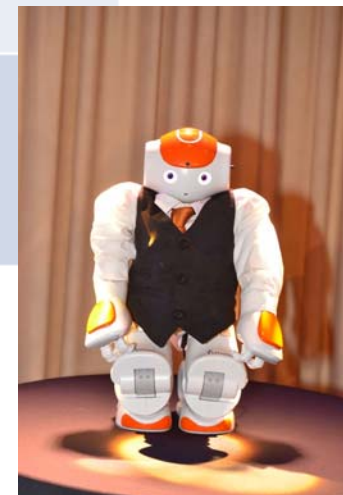
The Recommended way forward

- A **global and universal approach** is necessary, ITU can take the lead in establishing and driving;
- This will enable **development of new products and services** resulting in **economic growth**, new jobs, better services and better **social cohesion** in a connected society.
- **Strategic collaboration and a mutual ambition** is probably a solution; acceptance of different interests and benefits to achieve is needed; **shared goals, benefits and program.**



Examples of a Connected world

Connecting: Big Data Robotica Drones Wearables & sensors	3-D printing	Virtual reality	Nanotechnology
Cognitive computing	Media	IoT	Energy
Domotica	Privacy & hacking (security)		



Examples of Roaming Charge Damage

- "In some countries we have **to use paper** instead of mobile business apps" (Manufacturer)
- "our **IoT-applications are international**, we check vaccine temperature while stored or transported" (Pharmaceutical)
- "thanks to **European roaming regulation**, we told employees they are no longer obliged to switch "roaming off" (Bank)



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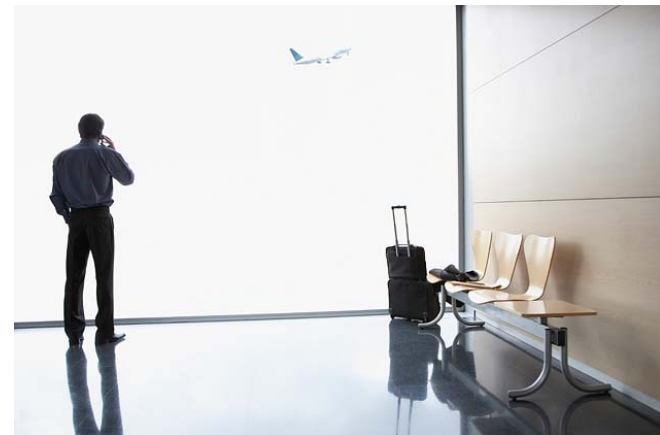
BTG

Branchevereniging

ICT en Telecommunicatie Grootgebruikers

Examples of Roaming Charge Damage

- “ **Switzerland is not Europe for roaming**” so we incur high roaming bills for employees there (ICT)
- “Working in Dubai, with **incredible roaming tariffs**, it is hard to avoid bill shocks; accidents happen” (Construction)



Other Considerations

- Global principles are **needed** for international **wholesale traffic agreements**, i.e. **GCC agreement** and a role for ITU and WTO;
- Ensure unjustified costs are not incurred by smaller and single country operators in comparison with larger multinational MNOs;



Other Considerations

- Whilst mobile tariffs vary significantly between countries, some **guidance is needed** to avoid artificial “home country designation”, but this cannot be based on days as this would be inappropriate for business consumers;
- A **trusted global organisation** is needed to analyse real costs and produce principles and guidelines for eliminating roaming charges - the ITU, through its Tariff Principles Study Group would be well-placed to do this, but urgency is needed

Conclusions

- International roaming charges inflict **economic damage** and are **unsustainable** long term in a mobile and connected borderless world;
- The ITU can play a crucial role in helping the move towards a **different charging regime** for the **future business and social environment**;
- **Acknowledging the end objective** would be an excellent start for the needed strategic collaboration.

