

# Regulatory and Economic Aspects of Roaming

## Responding to high IMRS prices

### The User Viewpoint

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# Why is roaming so important?

- Not just holidaymakers' inconvenience
- Major barrier to on-line/cross-border trade
- Explosive growth in mobile data/tablets
- Two-way multimedia applications/BYOD
- Negative impact on economic welfare
- Unworkable for machine to machine
- A “taxing” problem since the 1990s

**As we approach the twentieth anniversary of “roaming”, it is time to finally eradicate this costly mobile telecommunications disease**



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# Short term fixes are not the answer

- Bundles/Packages
- Bill Shock Caps
- Dual/Multiple SIMs
- Decoupling
- Local Breakout
- WiFi Hotspots
- Regulatory Price controls

**All these and other avoidance and evasion methods address the symptom not the real cause and are sticking plaster on the wound**



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# The Way Forward

- Follow EU and other regional initiatives
- Adopt Internet style traffic exchange
- Require reciprocal access in licences
- Allow multinational operator consolidation
- Encourage multinational MVNOs
- Enable national roaming as well
- Expose current charges in league tables

**This will minimise capital demand, eliminate notspots, improve service, increase speed, obsolete price caps and enable competition**



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# Conclusion

- The world's socio-economic behaviour requires borderless mobile communications to support the already borderless Internet
- The era of user exploitation through high international mobile roaming charges is coming to an end - a new model is required
- The ITU is ideally placed to progressively introduce a new era, following on the good work done by its Study Groups and OECD

**Let's eliminate roaming charges globally!**



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