

# GSMA Data Roaming Transparency Scheme

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# What is the GSMA Data Roaming Transparency Scheme?

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- June 2012, the GSMA's Board launched a "Data Roaming Transparency Initiative" to increase transparency of roaming tariffs to customers and to address the issue of "bill shock"
- Objective - to provide greater visibility of roaming charges through pricing notifications and to help customers better manage their data usage while travelling abroad by informing them of the cost of voice, messaging and data services and capping monthly roaming financial limits to address the issue of "bill shock"
- 25 operator groups, that are members of the GSMA Board, agreed to adopt measures across their global footprint, bringing greater transparency to more than 4 billion mobile subscribers worldwide
- September 2012 40 operators in Latin America also adopted the scheme



# What is the GSMA Data Roaming Transparency Scheme?

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- Transparency measures are designed to assist customers with controlling their roaming charges while travelling and the guidelines focus on three areas:
  - Welcome SMS with roaming tariff information
  - Monthly Roaming Financial/Usage limits
  - Temporary cut-offs when limits are exceeded

# Welcome SMS with Roaming Tariff Information

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## ■ Objective

- To alert roaming customers, when they enter the visited country that they will be subject to roaming charges when using data services

## ■ Standard Minimum Requirements

- All post-paid single-SIM accounts, and all pre-paid single-SIM accounts where this represents a predominant proportion of the operators subscriber base (except customers who have subscribed to a specific international roaming data package)
- Data devices only (Handsets, dongles, tablets)
- Notification indicates roaming usage charges while in the visited country
- Notification should be send once upon customer entry to the visited country
- SMS/USSD notification type
- Service is free of charge
- The service is opt out, the customer is able to opt back in at any time



# Monthly Roaming Financial/Usage limits

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## ■ Objective

- To provide customers with an automatic safeguard against data roaming “bill shock” by setting an automatic monetary threshold or usage limit on their account for data roaming charges and alerting them when they are approaching that limit

## ■ Standard Minimum Requirements

- All post paid single-SIM accounts
- Data devices only (Handsets, dongles, tablets)
- Only volume based data services for cellular networks, excluding services which are charge per event (MMS) or special services like mobile IP-VPN
- Monetary or usage limit is set at a level that prevents “bill shock” and is appropriate to the national market of operation. Customer is informed of the limit in advance
- Notification is sent to the customer prior to the limit being reached to notify them that their service will be cut off and informing them how to authorise re-connection
- The service is opt-out



# Temporary cut-offs

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## ■ **Objective:**

- To provide customers with an automatic safeguard against data roaming “bill shocks” by cutting-off their service temporarily, after the monetary threshold or usage limit on their account for roaming charges has been reached

## ■ **Standard Minimum Requirements**

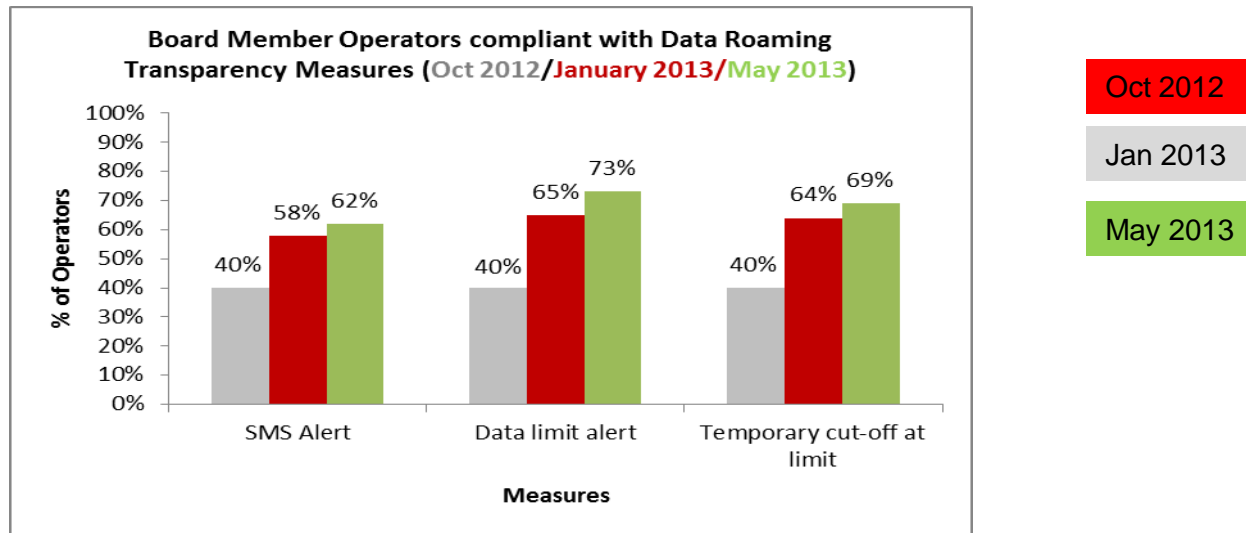
- All post-paid consumer single-SIM accounts
- Data devices only (Handsets, dongles, tablets)
- Only volume based data services for cellular networks, excluding services which are charge per event (MMS) or special services like mobile IP-VPN
- Before any cut-off the customer should receive a notification on how to authorise reactivation of the service (e.g., a phone number or SMS to use)
- The operator should not re-activate the service unless the customer opts for this to happen, or until the next billing cycle begins
- Opt in or opt out depending on the national circumstances of the home operator



# GSMA Data Roaming Transparency Scheme

## ■ Progress

- Transparency Scheme adopted by all GSMA Board Member companies
- Compliance status in May 2013 as follows:



- Positive trends: increased transparency & global market participation

## ■ Regional status:

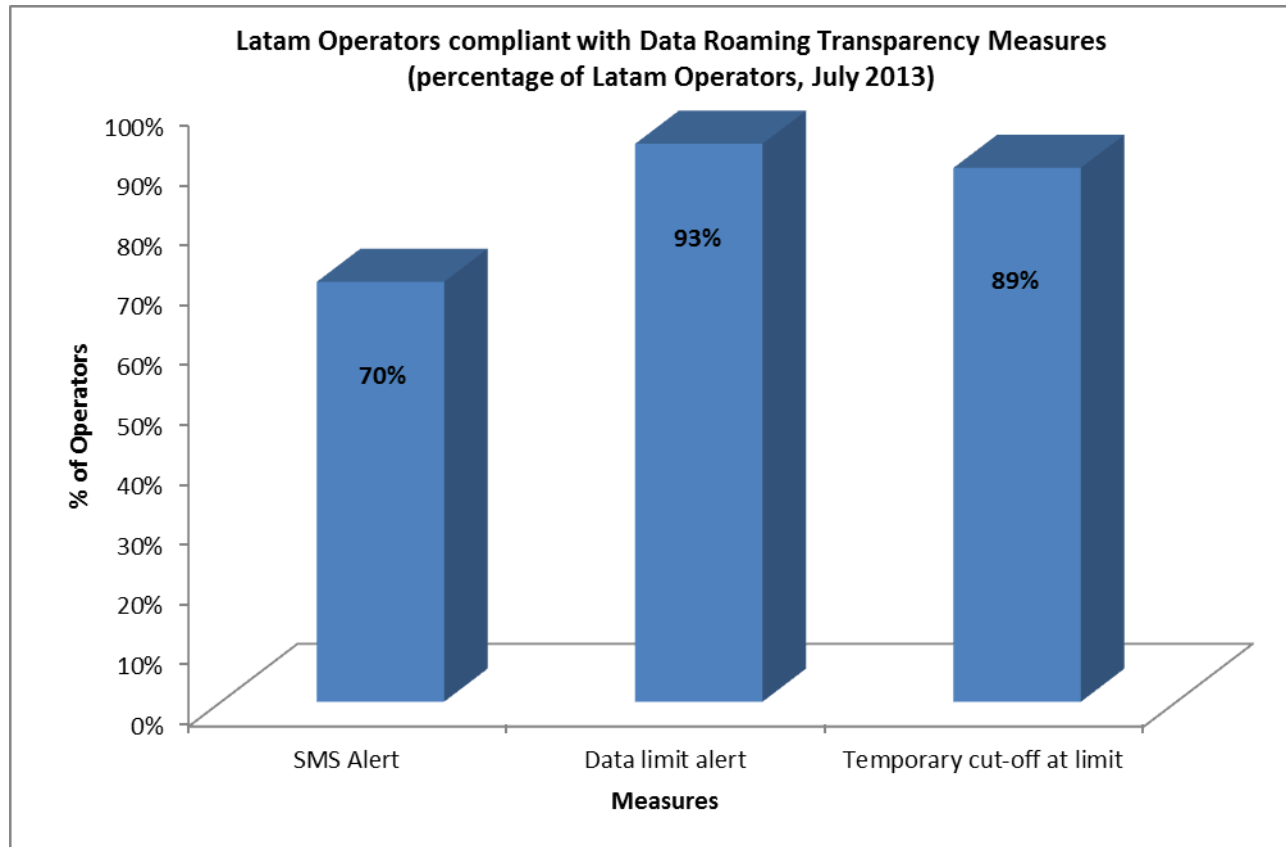
- GSMA liaising with operators in other regions to recruit operators that are not already part of the scheme through GSMA Board
- Latin American Transparency Scheme adopted in September 2012 by 40 operators



# Data Roaming Transparency Scheme: LatAm Compliance

## ■ Progress

- Transparency Scheme adopted by LatAm operators
  - Compliance status in July 2013 as follow





# Other initiatives . . . with industry cooperation and input

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## ■ **Asia Pacific Telecommunity**

- International Mobile Roaming Working Group Report. Transparency measures May 2012
- [http://www.apc.int/sites/default/files/2012/05/APT\\_IMR\\_Working\\_Group\\_Report\\_Final.pdf](http://www.apc.int/sites/default/files/2012/05/APT_IMR_Working_Group_Report_Final.pdf)
- APT membership - 38 member countries, 4 associate members, and 130 affiliate members

## ■ **Southern African Development Community**

- Transparency Guidelines July 2013
- [http://www.crasa.org/tempex/doc\\_pub\\_eng86.pdf](http://www.crasa.org/tempex/doc_pub_eng86.pdf)
- Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe

## ■ **African Union Commission**

- International Mobile Roaming Guidelines Sept 2013
- Transparency measures for regulators and operators
- All African Union member states



# Next Steps

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- Encourage and support Board Member operators' efforts to deliver the transparency measures across all of their operations
- Encourage and support other operators to launch and implement the transparency measures e.g. LatAm region