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ITU/BDT LET'S ROAM THE WORLD Initiative



Building Blocks for International Mobile Roaming Strategic Guidelines

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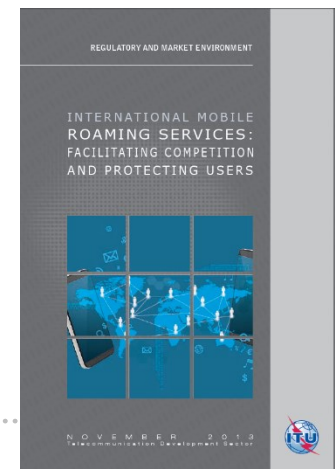
Agenda

- Setting the scene – International Mobile Roaming (IMR) issues today
- ITU/BDT Director, Mr Brahim Sanou LET'S ROAM THE WORLD Initiative
- Building blocks for IMR Strategic Guidelines

Setting the scene

The issue of high IMR service prices at national, regional and international level is recognized as an increasingly important issue, for both voice and data services.

- IMR incurs additional charges in **its cost structure that often are not cost based**;
- Any IMR measures, by their nature, **must be multi-country**;
- Action by National Regulatory Authorities (NRAs) requires **understanding the real cost-based** wholesale and retail charges as well as IOTs (inter operator tariffs) information;
- As **IMR relies on inter-Operators negotiations**, NRAs are not always informed;
- **Insufficient attention from consumers** until they receive the bill-shock - difficulty to compare mobile roaming prices
- There is **no “one-fits-all” solution**.



Building blocks for IMR Strategic Guidelines

Inclusive dialogue and collaboration with market players [*to stay in touch with market realities*], with all stakeholders [*across the sectors*] and across countries and regions [*borderless*] is relevant as we live in world of borderless industries - need to define appropriate policies and strategies.



Elements for success

Commitment from all stakeholders to work together and move forward....

- Global and universal approach – interconnect the global ecosystem with a regional integration and coordination
- Concrete mandate - Political support and prioritization
- Support from ITU
- Data collection – information sharing
- Clear deliverables and milestones for economic and consumer welfare - harmonization
- Transparency
- Taxation
- New business models - Affordability
- Borderless industry/borderless regulation strategy
- Balance between Consumer protection and Operator revenues
- Self regulation vs *ex-ante* / *ex-post*



Results and Proposed Roadmap

- It is essential to **open the IMR discussion** to all stakeholders;
- To make sure **to use all tools**, recommendations and research already developed by ITU, RAs and Regional and International organizations [*available at the ITU IMR Portal*];
- Compare the regional initiatives – **identify common denominators for IMR gaps**;
- **Increase public awareness** – using ITU, RAs, NRAs and operator media channels;
- Draft the building blocks for **IMR Strategic Guidelines** by end of this year;
- Organize a **wider consultation meeting**, and a **session during GSR-2017** to present the results of the work done in the framework of this LET'S ROAM THE WORLD initiative;
- A potential output on “IMR Strategic Guidelines” will be presented at the **WTDC-2017 High Level Ministerial Round Table** (October 2017).





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BACK UP SLIDES

INTERNATIONAL



MOBILE ROAMING

Some issues to be considered when analyzing the IMR situation

- The BDT Director's Let's Roam the World Initiative;
- International Telecommunications Regulations (ITR's);
- The ITU-T Recommendation D-98, and subsequent new ITU-T Recommendation D.97 on "Methodological principles for determining international mobile roaming rates" on the way;
- The tools developed by ITU on:
 - ITU-D IMR Portal, Research, Data and Analysis, Reports, and Workshops,
 - ITU-T SG3 IMR National Regulatory Authority (NRA) Technical Guide, and
 - the ITU-T SG3 IMR Online Cost Analysis Tool.
- All this material is available on the ITU IMR Roaming Portal



LET'S ROAM THE WORLD - ITU International Mobile Roaming (IMR) Resources Portal

YOU ARE HERE: HOME > ITU-D > REGULATORY & MARKET ENVIRONMENT > LET'S ROAM THE WORLD - ITU INTERNATIONAL MOBILE ROAMING (IMR) RESOURCES PORTAL

Following the success of the **LET'S ROAM THE WORLD: The ITU Global Dialogue on International Mobile Roaming (IMR)** that took place at the ITU Headquarters in Geneva, Switzerland, on 18 September 2015, as part of the **Global Initiative launched in 2013 by Mr Brahima Sanou, Director of the ITU Telecommunication Development Bureau** in coordination with the ITU Telecommunication Standardization Bureau (TSB), ITU is organizing the **Consultation meeting on International Mobile Roaming, that will be organized in Geneva from 15 to 16 September 2016**.

During the last several years significant policy and regulatory actions have taken place to tackle the problem of high International Mobile Roaming (IMR) service prices at national, regional and international level. The aim has been to reduce what is viewed as excessively high mobile roaming retail prices but also to find longer term solutions to introduce competition in this market which is still viewed as not being contestable. Despite price reduction for IMR and the emergence of a range of alternative technologies and calling solution which, though not always offering close substitutes to roaming, may help in averting some of the challenges, there is nevertheless general agreement that prices diverge significantly from costs and that actions to reduce prices and protect users are essential. The work that has taken place to date across different regions is encouraging and offers a number of best practice frameworks which can be used to improve the delivery of IMR services to the benefit of consumers and other users. This International Mobile Roaming (IMR) Resources was developed as a one-stop portal to all the work done by ITU in this area as well as to inform about activities done by other regional and international organizations and initiatives at the national, bilateral, regional and international level.

RECENT ITU ACTIVITIES ON ROAMING

- [ITU/BDT Consultation Meeting on International Mobile Roaming](#)
Geneva, Switzerland
15-16 September 2016
- [ITU-BDT Arab Regional Workshop on Mobile Roaming: National & International Practices](#)
Khartoum, Sudan

INTERNATIONAL ACTIVITIES

- [Body of European Regulators of Electronic Communications \(BEREC\)](#)
- Reports on OTT services and the Internet of Things, as well as guidance on the new international roaming rules - February 2016
- BEREC Report on Enabling the Internet of Things - February 2016

Other interesting IMR links

- Roaming in Cuba: AT&T is the latest US telco to sign a roaming agreement with ETECSA for voice, texts and data (August 2016)
- Kenya: Safaricom Drops Roaming Charges By Up to 99% (July 2016)
- EU First results of the roaming public consultation (March 2016)
- EU New rules on roaming charges and open Internet (October 2015)
- Final Report on the GCC International Mobile Roaming consultation (June 2015)
- Bilateral agreement between Belgian and Luxembourg telecoms regulators (April 2015)
- GSM4 - GSM Roaming and Coverage Maps
- African Union (AU) International Mobile Roaming Guidelines (September 2013)
- APT Working Group Report on IMR (May 2012)
- Trans-Tasman mobile roaming - joint Australia-New Zealand IMR investigation
- Symposium on International Mobile Roaming organized by OMC and Australia Delegation, Geneva, Switzerland March 2012
- Ofcom's website on IMR for UK consumers
- International Mobile Roaming Explained, source GSMA, 2012

BUILDING BLOCKS FOR BEST PRACTICES GUIDELINES

The ITU Global Dialogue on International Mobile Roaming

www.itu.int/en/ITU-D/Regulatory-Market/Pages/Roaming_info.aspx

Ideas for IMR Strategic Guidelines

