ITU/BDT LET'S ROAM THE WORLD Initiative

INTERNATIONAL

MOBILE ROAMING

Building Blocks for International Mobile Roaming Strategic Guidelines

Dr Kemal HUSEINOVIC
Chief, Infrastructure Enabling Environment and
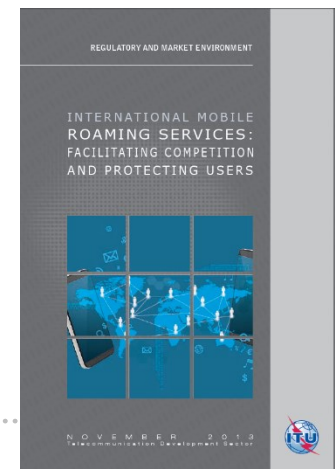**E-Applications Department, ITU/BDT**

Agenda

- Setting the scene – International Mobile Roaming (IMR) issues today

- ITU/BDT Director, Mr Brahima 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**.

REGULATORY AND MARKET ENVIRONMENT

INTERNATIONAL MOBILE
ROAMING SERVICES:
FACILITATING COMPETITION
AND PROTECTING USERS

NOVEMBER 2013
Telecommunication Development Sector

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.

Affordable prices

Consumers end-users

Stakeholders

Regional Initiatives

IMR Competitive Market

Bilateral negotiations

Regulators' guidelines

MNO's guidelines

Dialogue & Collaboration

consumer

MNOs

Academia

NRAs

Regional Associations

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).

International Telecommunication Union

Committed to connecting the world

BACK UP SLIDES

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

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

Ideas for IMR Strategic Guidelines

Clear and concrete mandate

Interconnect the global ecosystem

RAs

Addressing Multi country initiatives

In the IMR Market context

In relation with Consumers

NRAs

In the IMR Market context

In relation with Consumers

MNOs

To foster options in a common set of Guidelines that will benefit **consumers with lower prices** and **operators with increased returns** on their investments due to increase of traffic.