

Roaming at Borders

Regulatory Activity and concerns

GSMA LA Workshop – Mexico City, Mexico

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Roaming at Borders

There are two distinct issues that we will cover in this session

- 1) Border roaming and the call from local regulators to operators to provide commercial solutions for those consumers who live near the border, but frequently travel between and over borders for work, travel or other matters, and
- 2) Inadvertent Roaming. Inadvertent roaming happens when your mobile phone switches to a neighbouring country's mobile network even though you haven't crossed the border.

Roaming at Borders

It can be a particular problem for people living and working close to the borders in South America causing them inconvenience and as result they pay roaming rates for their mobile calls.



6 principales ciudades fronterizas

	<u>Ciudad</u>	<u>País</u>	<u>Población*</u>
1	Cúcuta	Colombia	0,7
2	Asunción	Paraguay	0,5
3	Posadas	Argentina	0,3
4	Foz de Iguazú	Brasil	0,3
5	Ciudad del este	Paraguay	0,3
6	Tacna	Perú	0,3
	Total		2,4

Interest and concern from Latam community

- Globally, policy makers have expressed concern about the level of international mobile roaming (IMR) rates.
- Regulation in the European Union (EU) 2007, has been a reference for local governments and regional organisations.
- Governments seek action from intergovernmental organisations to create a more competitive and transparent roaming market.
- In particular, governments want the ITU to include provisions on transparency and on cost based IMR prices in the International Telecoms Regulations (ITR).
- They have also requested that the WTO examine which GATS instruments could be used to deliver more competitive IMR services.
- LATAM Regulators and their groups (CITEL, REGULATEL, IIRSA, COMTELCA), have increased their regulatory activity in an attempt to replicate the price decreases imposed by EU regulation.
- The tendency is to focus on higher IMR prices and inadvertent border roaming charges. Both continue to be a major frustration and source of primary concern for regional policy makers and influencers.

Interest and concern from Latam community

Main issues and concerns:

- ❑ Large volumes of complaints that agencies receive from consumers in regard to higher charges for roaming services.
- ❑ People living near borders are often in the lower income segment and often pre-paid customers – to control their mobile spend.
- ❑ Due to incidents of inadvertent international roaming prepaid balances are automatically reduced.
- ❑ In the view of authorities, Operators have not been responsive in providing solutions to inadvertent roaming – specially in zones like Central America.
- ❑ Solutions like issuing Credit Notes to provide refunds are not appreciated as enough and suitable solution.
- ❑ They foresee regulation as a possible way forward.



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International regulatory developments

The ITRs (International Telecoms Regulations) at the ITU WCIT (World Conference in International Telecommunications)

IAP on Border Roaming:

"Los Estados Miembros deberán, según sea apropiado, fomentar el establecimiento de acuerdos mutuos respecto de los servicios móviles disponibles dentro de una zona fronteriza predeterminada, a fin de evitar o mitigar los cargos por itinerancia inadvertidos."

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ITU SG3 (Tariffs and Accounting)

WTO

OECD

EU



LATAM regulatory developments

Regulatel: Technical and Regulatory evaluation on cross-border between Peru and Brazil.

Inter-American Telecommunication Commission (CITEL) : Ecuador -i) promote lower rates for roaming, and ii) address inadvertent roaming

Mercosur (economic and political agreement among Argentina, Brazil, Uruguay, and Venezuela.): Proposes IMR prices should be established within 25 km of border zones “at the lowest possible level”. Binding but subject to national implementation by the four countries

Interest and concern from Latam community

Comunidad Andina busca regular servicio roaming

Jueves, 6 de Diciembre de 2012



CONECTIVIDAD. Cuando se sale del país el costo de la llamada por celular se incrementa.

Los ministerios de Telecomunicaciones de Perú, Colombia y Ecuador regularán, a semejanza de la Unión Europea, el costo máximo del 'roaming' en las llamadas de telefonía celular. "No debe costar más de un valor por minuto. Haremos una negociación andina para que los ciudadanos, inclusive de Venezuela, no tengan una tarifa prohibitiva, sino una razonable, estándar", anunció Jaime Guerrero, ministro ecuatoriano.

El roaming es el servicio de telefonía celular con el cual el usuario puede recibir y hacer llamadas fuera de sus fronteras nacionales. El sistema también se aplica a plan de datos y SMS. No hay interrupción en el servicio.



Interest and concern from Latam community

Ecuador y Colombia firman acuerdo de cooperación para impulsar el roaming fronterizo

Published on 22 Oct, 2012 at 17:53 in [Noticias](#) | [No Comments](#)



El ministro de Telecomunicaciones y de la Sociedad de la Información de Ecuador, Jaime Guerrero Ruiz, y su par colombiano, Diego Molano Vega, firmaron un acuerdo bilateral de cooperación técnica para impulsar el roaming internacional y fronterizo de voz, SMS y datos "a precios accesibles".

Según informó el ministerio ecuatoriano, el acuerdo busca evaluar las acciones necesarias para la adecuada prestación del servicio, ejecutar proyectos y procedimientos que impulsen el roaming internacional, garantizando a los usuarios de telefonía móvil precios razonables y un servicio de calidad.

ECONOMÍA Y NEGOCIOS online

Gobierno enviará proyecto de ley para bajar tarifas de roaming con Argentina

domingo, 11 de noviembre de 2012
Economía y Negocios

El jueves, el ministro Pedro Pablo Kuczynski se reunió con Julio De Vido y acordaron impulsar en ambos países proyectos que enviarán al Congreso para fijar tarifas máximas que se puedan cobrar entre las empresas, de modo de bajar los precios.

Perú y Ecuador firman acuerdo para roaming internacional

27/11/2012.- El acuerdo se dio durante el Encuentro Presidencial y VI Gabinete Binacional de Ministros Perú-Ecuador y fue realizada por el Ministerio de Transportes y Comunicaciones, Osiptel y el Ministerio de Telecomunicaciones y Sociedad de la Información de Ecuador.

El roaming permite a los usuarios enviar y recibir llamadas en sus equipos móviles durante su estancia en otro país a través de la red de una empresa extranjera y se crearán próximamente una zona virtual a lo largo de la frontera peruano-ecuatoriana para implementar el proyecto piloto.

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GSMA Launches Data Roaming Transparency Initiative

June 21, 2012,



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New Measures Aim to Help Consumers Better Understand and Manage Data Usage, Addressing Head-On the Issue of Bill Shock

21 June 2012, Shanghai: At the Mobile Asia Expo, the GSMA announced that it has launched an initiative that will provide consumers greater visibility of their roaming charges and usage of mobile data services when travelling abroad. At a meeting held this week in Shanghai, 24 operator groups, including América Móvil, AT&T, Axiata Group Berhad, Bharti Airtel, Ltd., China Mobile, China Unicom, Deutsche Telekom, France Telecom-Orange, Hutchison 3 Group, KT Corporation, MTS, Qtel, SK Telecom, Smart Communications, Inc., SoftBank Mobile Corp., Tata Teleservices Limited, Telecom Italia Group, Telefónica, Telekom Austria Group, Telenor Group, TeliaSonera, Verizon Communications, VimpelCom and Vodafone Group agreed to undertake a number of measures which will help mobile subscribers better understand their data roaming charges and more effectively manage their use of data services.

Operadores móviles quieren transparentar roaming de datos

NEGOCIOS • 10 SEPTIEMBRE 2012 - 12:02PM — SUSANA MENDIETA

El fin es que los consumidores de América Latina tengan un control en el uso de los servicios cuando viajan a otros países; la iniciativa es apoyada por América Móvil, Antel, Entel Chile, Millicom, Oi, Orange, Telecom Italia y Telefónica.



Latin American wi

MOBILE & WIRELESS

GSMA adopts data roaming transparency measures

Thursday 21 June 2012 | 09:06 CET | News

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GSMA Latin America Launch Data Roaming Transparency Scheme

By PR Newswire 09/10/12 - 08:00 AM EDT

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GSMA pledges end to data roaming bill shock But prices still high for Asian biz travellers

by Phil Muncaster • Get more from this author

Posted in Mobile, 22nd June 2012 07:42 GMT

Mobile industry body the GSMA reckons it has come up with a plan which should help international business travellers avoid bill shock and better understand their data usage.

At a meeting in Shanghai this week, the organisation cracked together the heads of 24 major global operators including Vodafone, Deutsche Telekom, Telefonica, China Mobile and Unicom and KDDI Corporation.