Mobile International Roaming among Arab Countries

AGENDA

- Objectives
- Mobile Roaming Market Size
- Roaming Pricing Components
- Customers Perspective
- Regulation
- Suggested Solutions

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Objectives

Our goal is to review :

High roaming prices in the Arab countries

Solutions for uncompetitive prices

Regulatory actions to end excessive charges for international mobile roaming

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Mobile Market Size

- **There are 22 Arab countries that include 45 mobile operators**

- **2 Arab Counties didn't declare any roaming agreements**

- **Due to lack of Data analysis were held on 7 Arab countries.**
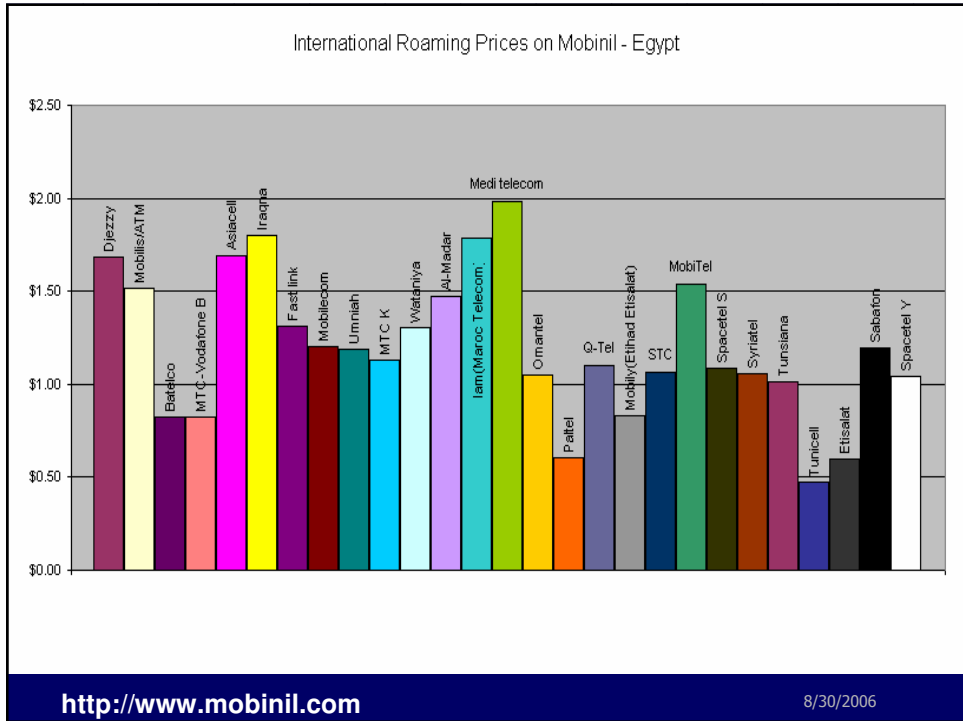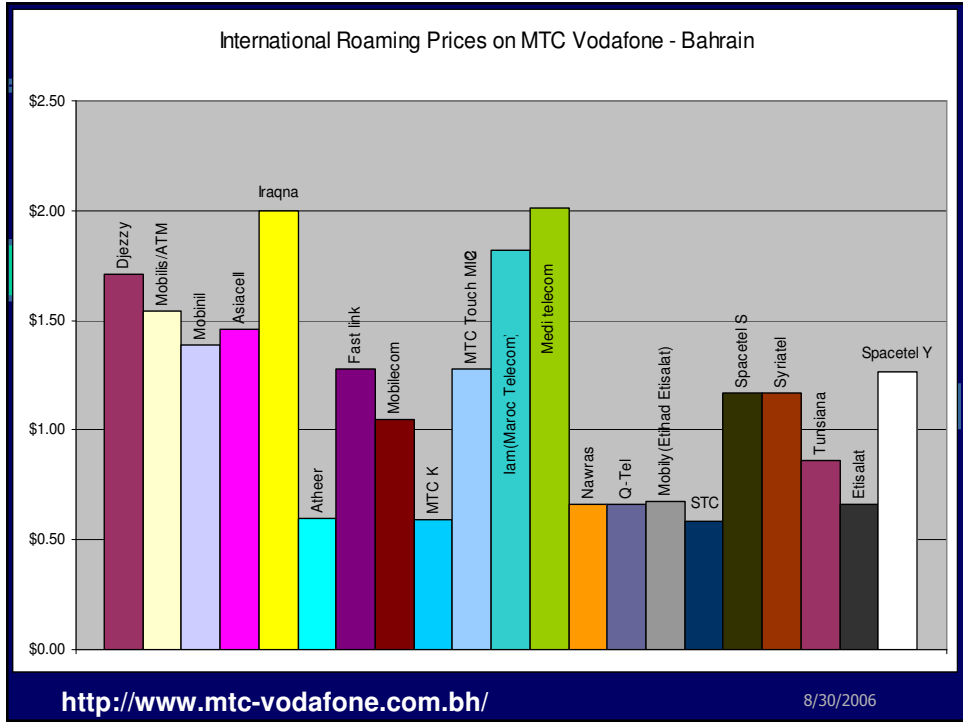
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Scope of study

- **Study includes 2 types of roamed calls:**

- **International roamed call is a call made by a subscriber roaming on a visited network to someone in another country**

- **Domestic roamed calls is a call made by a subscriber roaming on a visited network to another person in the country of the visited network**

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First: International Roamed Call Prices:

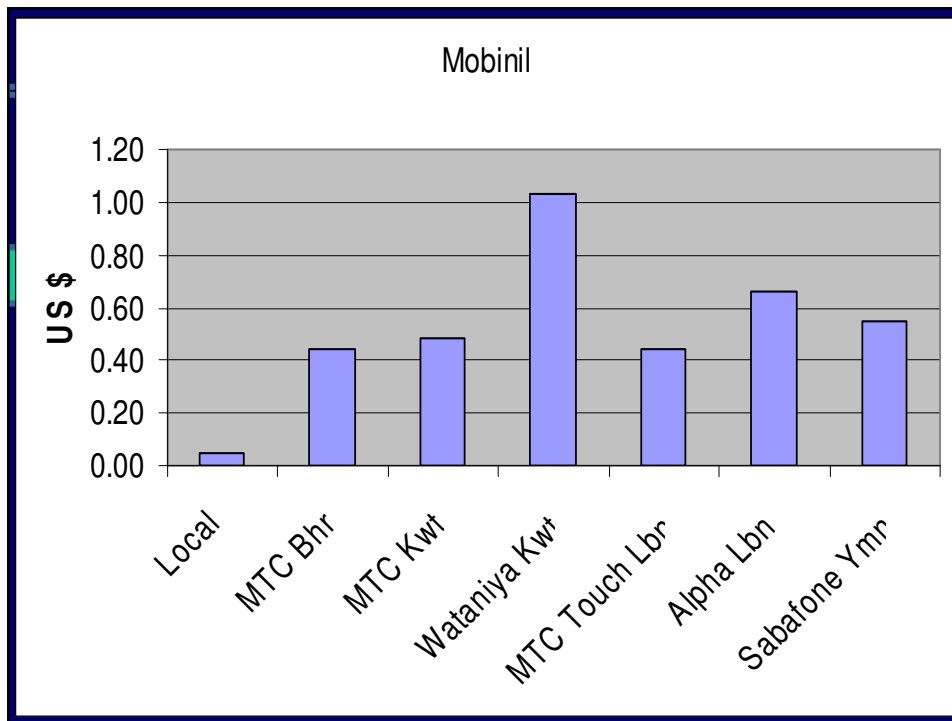- **Analysis is for International Outgoing call to home country.**

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International Roaming Prices on MTC Vodafone - Bahrain

Djezzy · Mobilis/ATM · Mobinil · Asiacell · Iraqna · Atheer · Fast link · Mobilecom · MTC K · MTC Touch MI2 · Iam(Maroc Telecom) · Medi telecom · Nawras · Q-Tel · Mobily (Etihad Etisalat) · STC · Spacetel S · Syriatel · Tunsiana · Etisalat · Spacetel Y

http://www.mtc-vodafone.com.bh/   8/30/2006

International Roaming Prices on Mobinil - Egypt

Djezzy · Mobilis/ATM · Batelco · MTC-Vodafone B · Asiacell · Iraqna · Fast link · Mobilecom · Umniah · MTC K · Wataniya · Al-Madar · Iam(Maroc Telecom) · Medi telecom · Omantel · Paltel · Q-Tel · Mobily(Etihad Etisalat) · STC · MobiTel · Spacetel S · Syriatel · Tunsiana · Tunicell · Etisalat · Sabafon · Spacetel Y

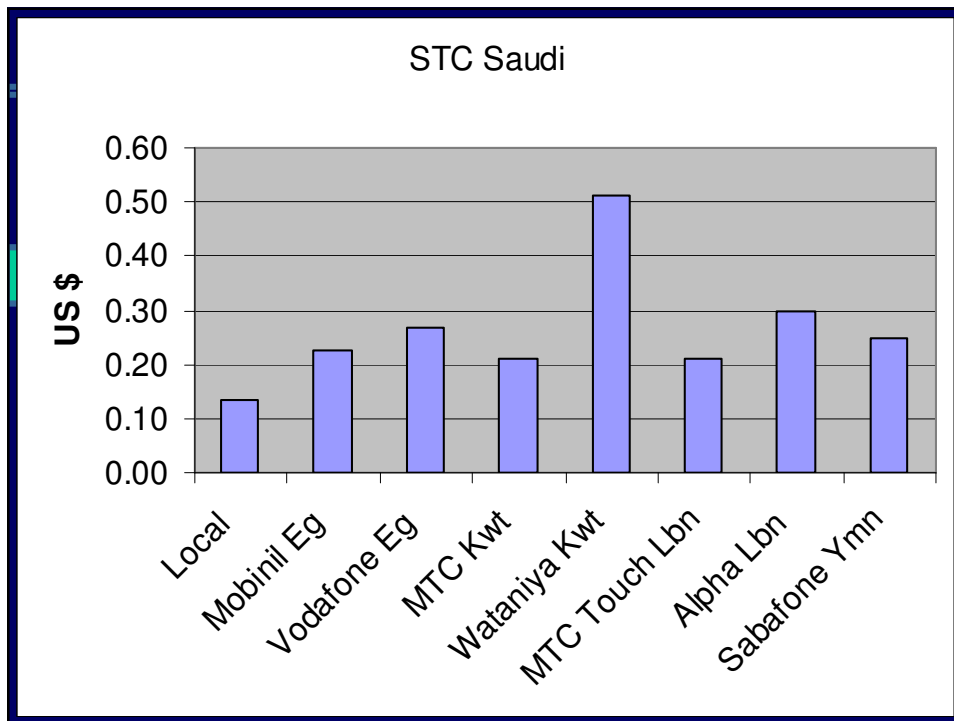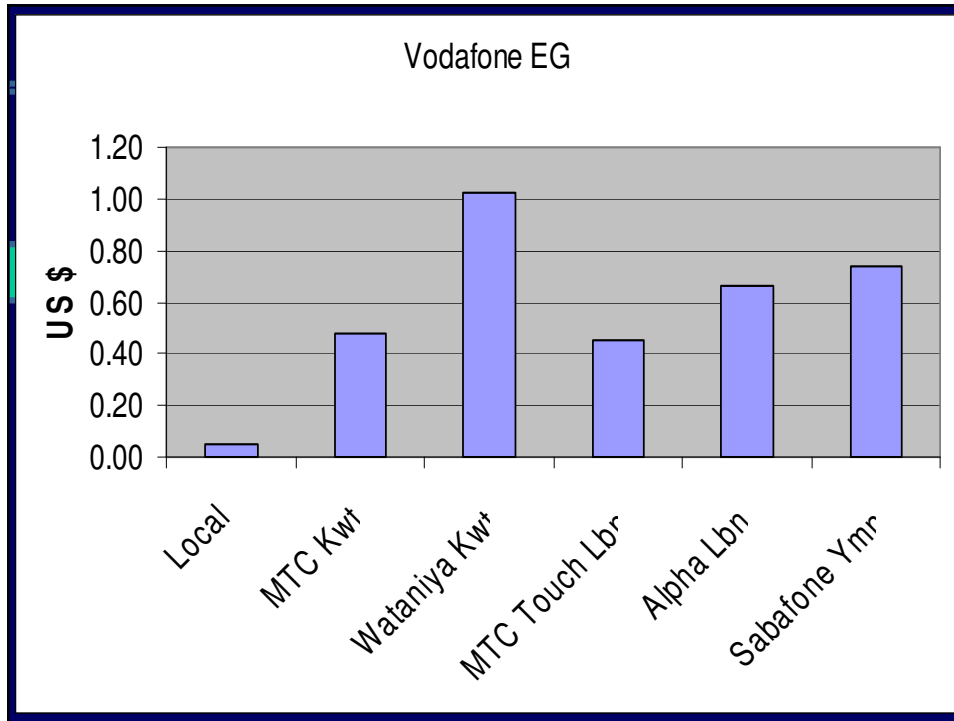**http://www.mobinil.com**   8/30/2006

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Second: Domestic Roamed Call Prices:

- **A local roamed call is a call made by a subscriber roaming on a visited network to another person in the country of the visited network.**
- **The called person may be:**

-A mobile subscriber of the visited network

-A mobile subscriber on another licensed mobile network in the same country

- A fixed network subscriber in the same country

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Mobinil

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Vodafone EG

STC Saudi

Study Summary

- Variation in p/min of Arab international roaming calls to home country from lowest to highest ranges from 200% to 1000%, which indicates great variability in roaming prices among countries.
- Also, local roaming calls p/min is 5-15 times higher than regular local calls p/min which shows a huge difference in calls within the same country.

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Roaming Pricing Components:

Wholesale roaming pricing	Retail roaming pricing
Inter Operator Tariff (IOT) Def, Application duration, change in IOT	**End-users**
Mobile originated calls Charged by who, pricing factors	**Mobile originated calls** Who charges it? On what basis, who pays for it?
Mobile terminated calls Charged by who	**Mobile terminated calls** Who charges it? On what basis, who pays for it?

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Customers Perspective

- **Prices charged for mobile users are unsatisfactory .**

- **Hardly anybody knows the details of the different roaming charges and they can be very difficult to find. They are also changed frequently.**

- **The prices differences between different networks are vast, even within the same country.**

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Regulation

we conclude that causes of high charges are :

- **Absence of real competition**

- **Absence of regulation of international roaming**

- **Strong disincentive on operators to negotiate lower prices**

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Solutions

- Improving Public Awareness: Launch a section on ARNET website on roaming prices in the Arab region and to be updated every 6 months.

- Each Regulator review IOT of its home country operators, to ensure fairness and consumer welfare.

- A regulated imposed inter-Arab IOT rate (regulation driven)

- Enabling the Optimized Routing and billing users accordingly (fairness driven)

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Results

- As the study was submitted to the Council of Arab Ministers for ICT - the Council - during its meeting in June 2006 - decided that:

- "Arab regulators, on the national level, shall put obligations on mobile operators in their respective countries to:

1- lower their international mobile roaming retail tariff starting form 01/01/2007 to a level that is appropriate and acceptable in accordance with the global norms, with the possibility of negotiating bilateral agreements between operators to lower the inter-operator tariffs

2- announce to the roamer, via SMS, the prices of international mobile roaming upon arrival in the visited country ",

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Questions & Comments

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Thank You