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Information Session

LET'S ROAM THE WORLD - The ITU International Mobile Roaming Initiative

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AGENDA

- Introduction – the roaming issue today

- Regulatory aspects of international roaming

- ITU/BDT Director, Mr. Brahima Sanou LET'S ROAM THE WORLD – Building blocks for Strategic Best Practices Guidelines

- The ITU IMR Resources Portal

The Roaming Issue Today*

- International Mobile Roaming incurs additional charges that often are not cost based;

- Action by regulators to counter overcharging for IMR requires that NRAs understand the real cost-based wholesale and retail charges;

- To understand and get clear data on both national MNO costs and those within international wholesale IOTs (inter operator tariffs) international co-operation is required;

- IMR also relies on inter-MNO negotiation and co-operation. In this sense, any IMR counter-measures, by their nature, must be multi-country;

- Roaming alternatives such as OTT services should also be considered when examining policy or regulatory measures;

- It is important to build on the success of ITU-T Recommendation D-98, and subsequent new ITU Recommendation on the way.

Why is roaming so costly?

➢ Insufficient attention on the part of the consumer at point of purchase

➢ Low demand-elasticity for **IMR voice** services (changing over time)

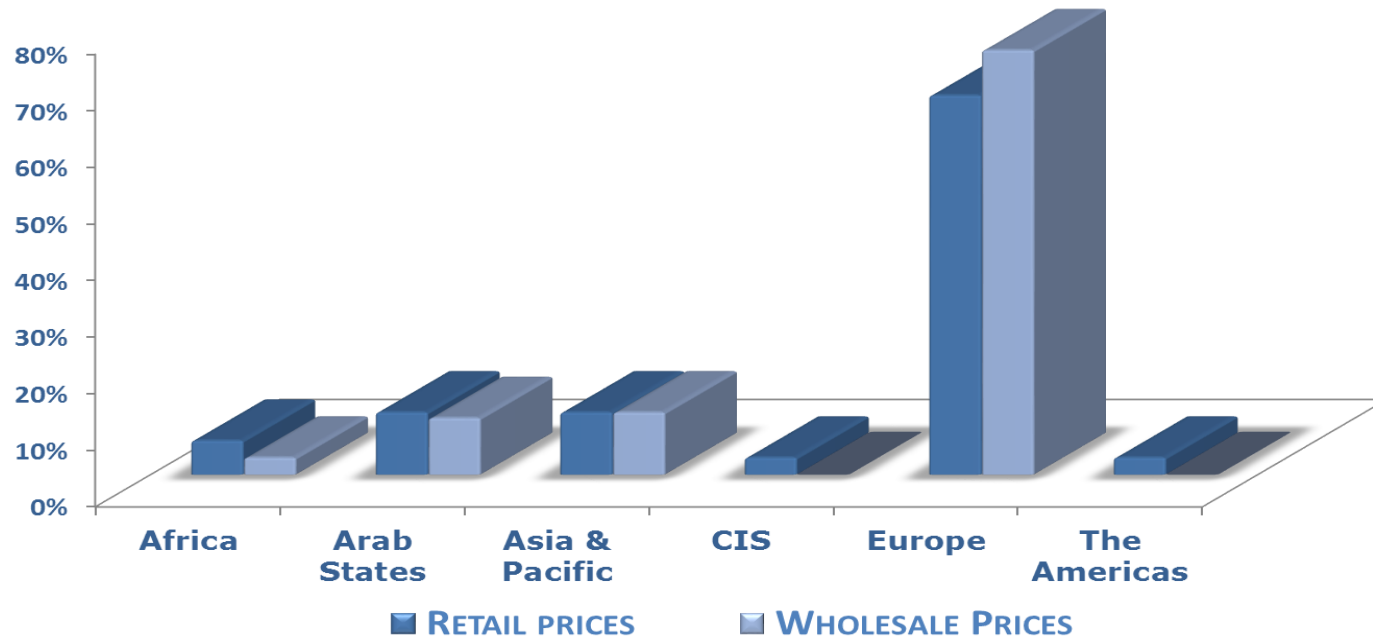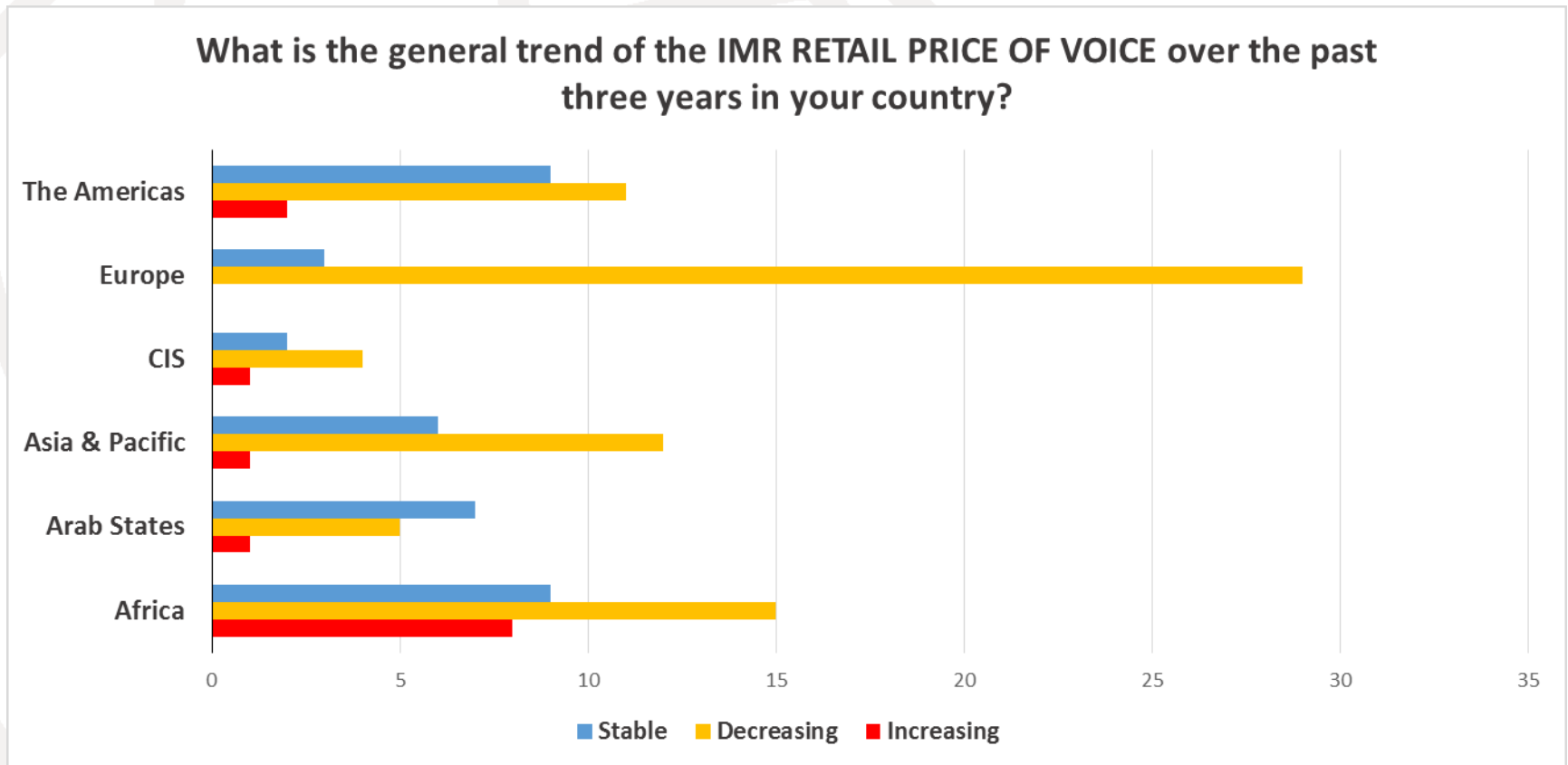➢ Cross-border nature of the IMR service

Regulatory aspects of International Roaming

Are countries regulating IMR prices?

Percentage of countries that regulate IMR prices by Region, 2014

General trends of IMR Prices over the past three years

What is the general trend of the IMR RETAIL PRICE OF VOICE over the past three years in your country?

Source: ITU Tariff Policies database, ICTEye (www.itu.int/net4/itu-d/icteye/)

IMR price still remains a very important issue

- Despite price reduction for IMR

- The emergence of a range of alternative technologies and calling solutions

- Prices still diverge significantly from costs

ITU/BDT Director, Mr. Brahima Sanou LET'S ROAM THE WORLD

- ITU is a neutral platform actively working on IMR (research, data collection, studies, development of tools…)

- ITU can enhance dialogue with all stakeholders (e.g. IMR Round-Tables)

- Together all stakeholders to develop "IMR Strategic best practices guidelines" building blocks

- Ensure its high level adoption (through the organization round tables and high Level IMR Meetings)

- ITU can work together with Regional Regulatory Associations (RA) to facilitate the dissemination of the results through various channels, such as:

  - ITU Events;
  - Regulatory Regional Association events, and
  - Capacity building

LET'S ROAM THE WORLD
The ITU Initiative -Roadmap

Building blocks

Affordable prices

Consumers end-users

All Stakeholders

Regional Initiatives

IMR Market

Bilateral negotiations

Regulators' guidelines

MNO's guidelines

Dialogue & collaboration
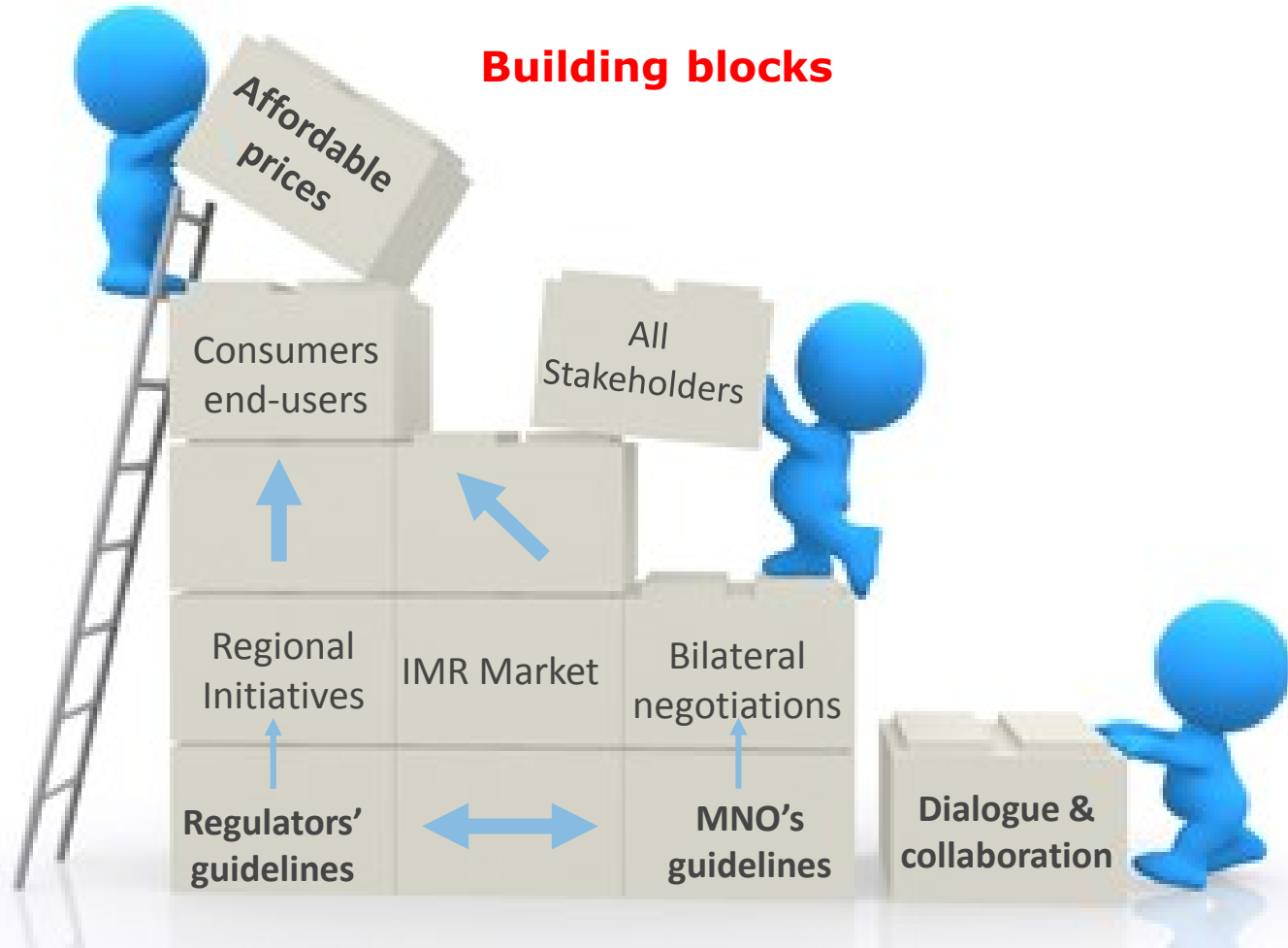
ITU developed the **International Mobile Roaming (IMR) Resources Portal** as a one-stop portal to show all the work done by ITU in this area as well as to inform about activities done by regional and international organizations and initiatives at the national, bilateral, regional and international level.

- **ITU Guide for NRAs on International Mobile Roaming Cost analysis**
- **ITU International Mobile Roaming Cost Analysis Tool**

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

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More Information

- Telecommunication Development Sector
  - ➢ www.itu.int/ITU-D/
- Standardization Sector
  - ➢ www.itu.int/ITU-T/
- Regulatory and Market environment information
  - ➢ www.itu.int/treg
- International Mobile Roaming Resources
  - ➢ www.itu.int/en/ITU-D/Regulatory-Market/Pages/Roaming_info.aspx
- International Mobile Roaming Cost Analysis Tool
  - ➢ www.itu.int/net4/roamingtool/

International Telecommunication Union

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