

## *Beyond national numbering*

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# INTUG contents

- about INTUG
- demand
- the end of national freephone
- global offerings
- European numbers
- conclusions

# INTUG what is INTUG?

- members
  - national associations
  - corporations
  - individuals
- activities
  - ITU and WTO
  - OECD through BIAC
  - APECTEL, CITELE and EU

# INTUG our aims

- real and effective competition
- genuine choice for users
- lower prices
- higher quality
- more innovative services
- constructive co-operation with
  - international bodies
  - governments
  - regulators

# INTUG origins of freephone

- 1-800 numbers in the North American Numbering Plan
- wild success driven by fierce competition in long distance
- extended to 1-888, 1-866 and 1-877
- copied in many countries
- resulted in corporations having national patchworks in the 1990s

# INTUG freephone

- developed on fixed networks
- widely adopted
- purely national (except NANP)
- heavily regulated prices
- all sorts of variations
- only experts know all the rates
- now facing massive challenges

# INTUG challenges to freephone

- the web
- IP telephony
- non-availability on mobile makes it
  - hard to advertise to potential callers
  - might be a charge for “air time”
- abusive uses for advanced services using supplementary billing using CLI
- a form of carrier selection

# INTUG global number ranges

- ITU creating new ranges
- UIFN (+800)
- shared revenue
- premium rate (+900)
- operator number ranges (+882)



# INTUG demand, *if and only if*

- certainty of call completion from:
  - fixed networks
  - mobile networks
  - PBXs
  - call-boxes
  - hotels
- clear pricing to:
  - calling party
  - receiving party

# INTUG beyond the national

- best practice call centres:
  - multi-lingual
  - connected on global VPNs
  - “follow the sun”
- MNCs are seeking to improve:
  - branding
  - product/service labelling
  - customer experience
- supranational footprints:
  - continental
  - language groups

# INTUG SMEs and individuals

- a number to match web presence
- can be virtually:
  - global
  - European
  - linguistic
- most SMEs will take longer to develop applications
- need to develop sense of Europeaness

# INTUG UIFN

- an almost total disaster
- psychological barrier to calling
- unable to complete calls
- uncertainty that it is free to the caller
- very high prices for receiving party
- resulting in almost no applications
- 22,000 of 10,000,000 (0.22%)
- some operators wasted a lot of effort

# INTUG European numbers

- European Telephony Numbering Space (ETNS) +3883
- alternatively, could be achieved by collaborative action on a common country code

# INTUG success for ETNS *needs*

- certainty of call completion
- clear and simple pricing for callers
- reasonable pricing for receiving parties
- availability before a technological alternative comes along

# INTUG conclusions

- national freephone is breaking up with competition
- numbers are almost useless without clear charges
- services must be available on mobile
- price determines applications
- could all go over to IP or IM

# INTUG thank you

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