

**INTUG**

Wireless Technology 9 ix 2004  
[www.INTUG.net](http://www.INTUG.net)

# Roaming

a global user perspective

Ewan Sutherland

Executive Director

International Telecommunications  
Users Group

[ewan@intug.net](mailto:ewan@intug.net)

# INTUG contents

- about INTUG
- market developments
- a history of non-regulation
- prices for roaming in Greece
- conclusions

# INTUG what is INTUG?

- members
  - national associations
  - corporations
  - individuals
- activities
  - ITU and WTO
  - OECD
  - APEC TEL, CITEL  
and the European Union

# 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 priorities

- 1. open access to global mobile networks**
2. regulatory best practice
3. liberalization
4. universal access
5. broadband
6. leased lines
7. IP telephony
8. numbering

# INTUG mobile priorities

- **International Mobile Roaming (IMR)**
  - significant reductions in charges for voice and for data
  - availability of a range of services, including global and multi-country tariffs, without *necessarily* having to pay roaming charges
  - regulatory action to end the cartel of mobile network operators
- Fixed-to-Mobile call termination (F2M)
  - cost orientation of wholesale prices
  - wholesale price reductions speedily passed onto users
- Mobile Number Portability (MNP)
  - availability on demand
  - inexpensive or free
  - no consequential loss of facilities or special offers
- Short Message Service (SMS)
  - interconnection of all operators
  - significant reduction in prices towards cost orientation
  - regulatory action to end the cartel of mobile network operators
- national mobile roaming
  - availability in areas of low population density
  - availability to support introduction of new operators and new technologies

# INTUG market developments

- more GSM customers in general
- pre-paid customers now having limited capability to roam
- more travellers:
  - despite war, terrorism, disease and high oil prices
- travellers are making more calls
- therefore more roaming minutes and text messages
  - little evidence of use of GPRS or MMS
  - despite special offers

# INTUG summer special offers

- some operators have tested demand with special offers
- T-Mobile UK “Relax holiday”
  - 1/3 off pre-paid minutes in July and August (“as little as 50p per minute”)
- Vodafone UK
  - “Call the UK from anywhere in Europe between 7-8pm for just 40p per minute”

# INTUG new entrants

- Mint Telecom (gone)
- Worldcell (moved elsewhere)
- Zebra Roaming
- Transatel
- Dotdash
- Mobile Virtual Network Operators
  - forced to resell home partners' roaming

# INTUG (non-)developments

- Alliances:
  - Star Map
  - Free Move
  - no offers to business users
  - may facilitate pre-paid roaming offers
- Vodafone Group
  - Eurocall and World Call
- T-Mobile
  - WorldClass

# INTUG (non-)regulation of roaming

- INTUG raised the issue of high prices in early 1999
- roaming was not covered by “old” EU regulatory package
- addressed by DG Competition as part of a sector inquiry
- wholesale roaming included the “new” EU regulatory package
  - but no market analyses, so far

# INTUG DG COMP sector inquiry

- launched July 1999
- work began January 2000
- working document December 2000
- “dawn raids” July 2001
- announcement of statements of objections to UK operators July 2004

# INTUG european regulators

- wide range of new powers
- wholesale market pre-defined as requiring analysis
- roaming is in the ERG work plan
- economically complex
- legally complex
- still fighting on fixed-to-mobile rates

# INTUG purchasing of mobile

- bought nationally  
(sometimes individually even in MNCs)
- bought as a bundle of services:
  - access
  - call origination
  - call termination
  - SMS
  - data
  - international mobile roaming
- limited buyer power
  - exerted on termination rates

# INTUG price information

- remains exceedingly difficult to compare prices
  - even for one operator
- pricing information is generally difficult to find and then to check
- still warnings about fluctuations in exchange rates and prices

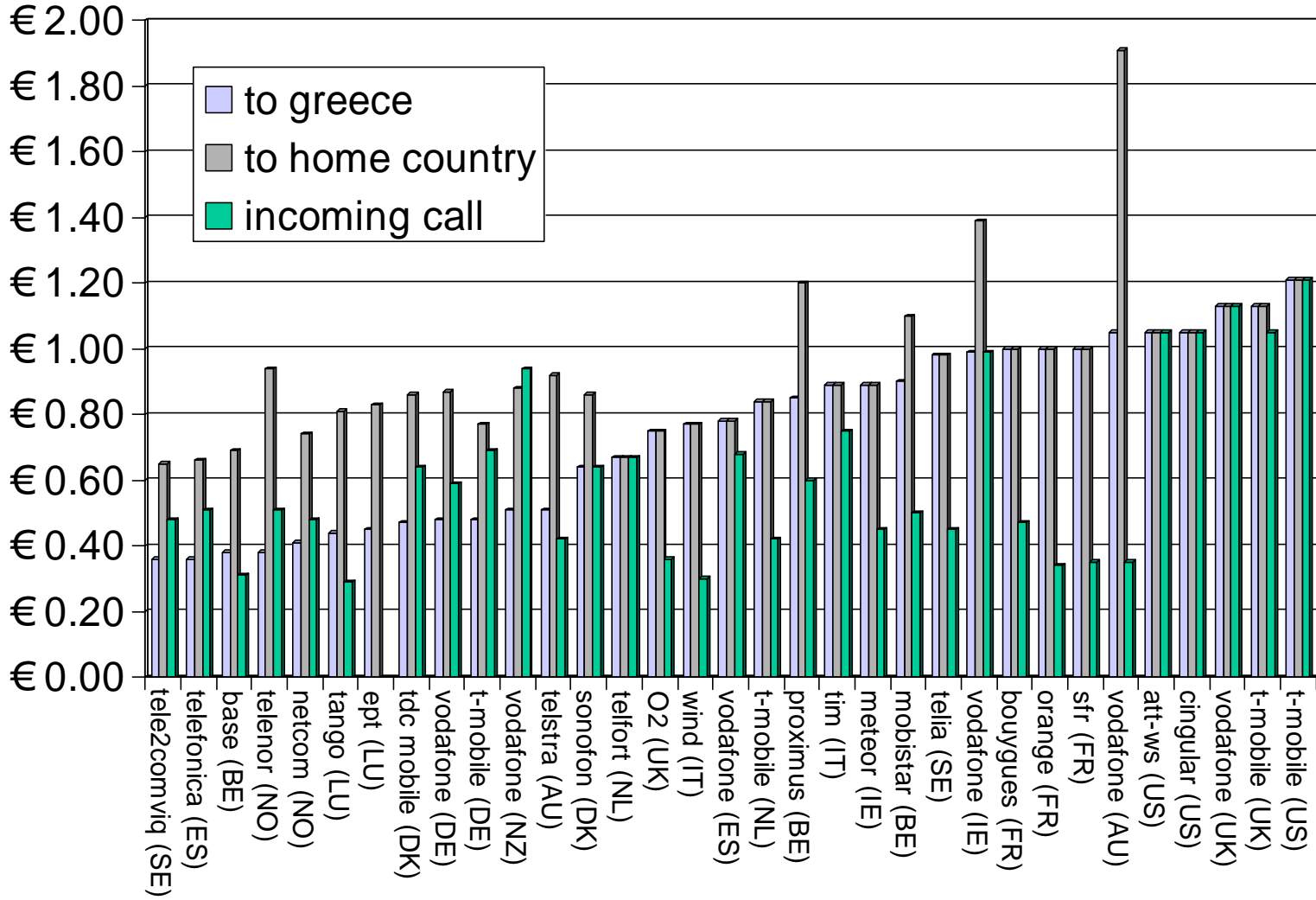
**Maroc Telecom just says 15 per cent on top of the charges of the foreign operators.**

# INTUG an Olympic contest

- we compared prices for visitors to Greece in August 2004
- voice calls:
  - incoming
  - calling home
  - call within Greece
- SMS
- GPRS

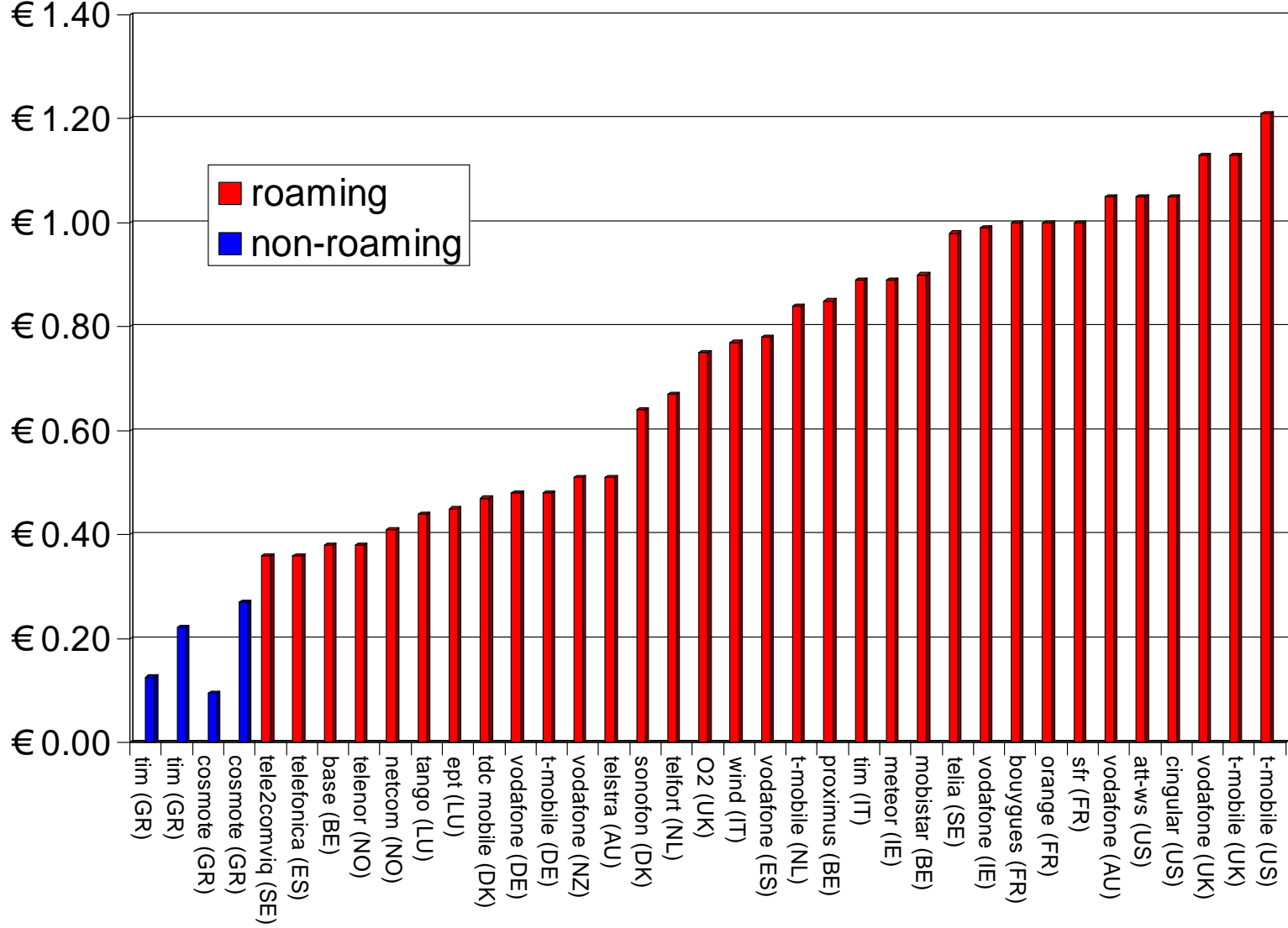
# INTUG voice roaming in greece

Wireless Technology 9 ix 2004  
[www.INTUG.net](http://www.INTUG.net)



# INTUG calls within greece

Wireless Technology 9 ix 2004  
[www.INTUG.net](http://www.INTUG.net)

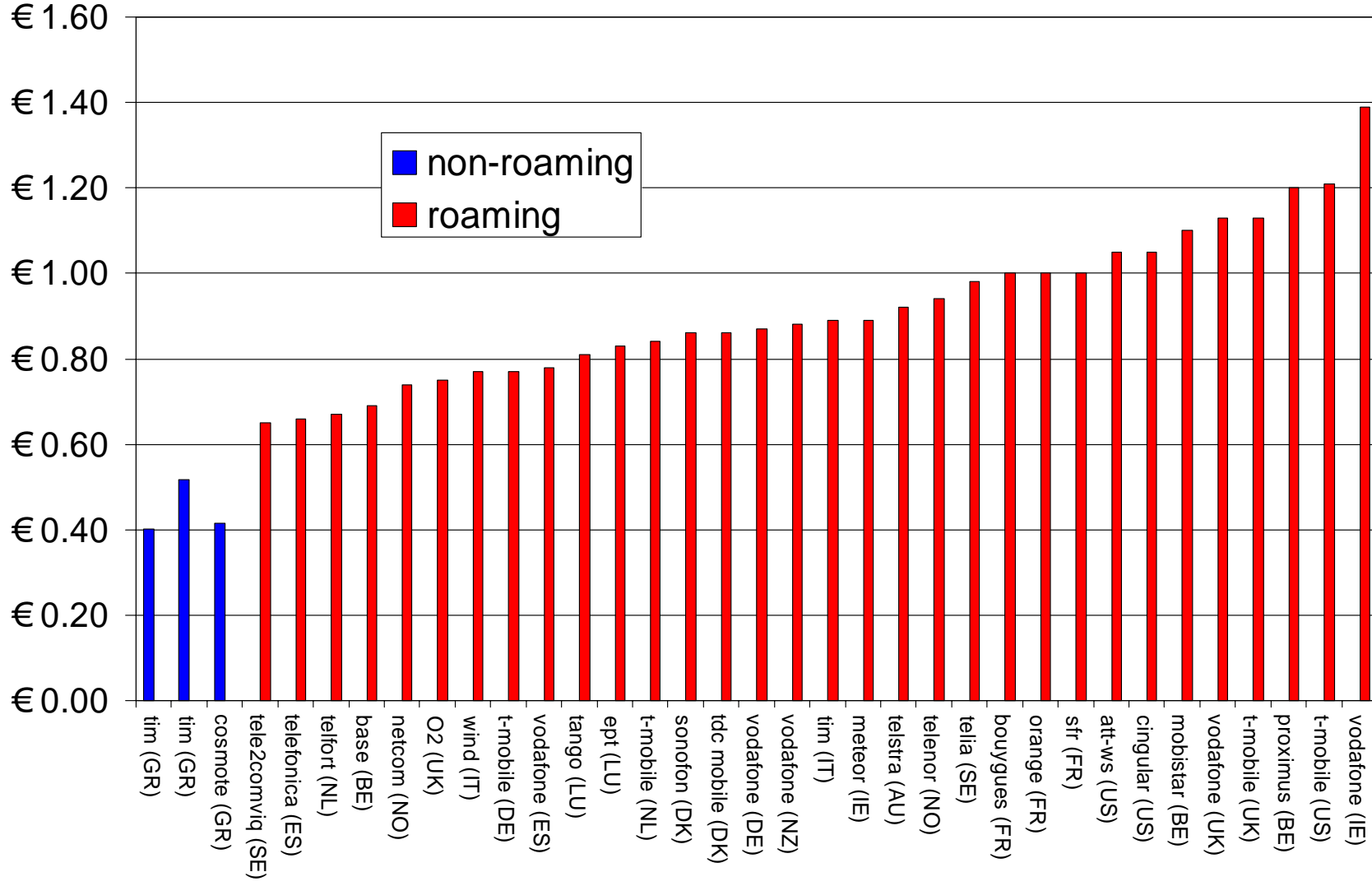


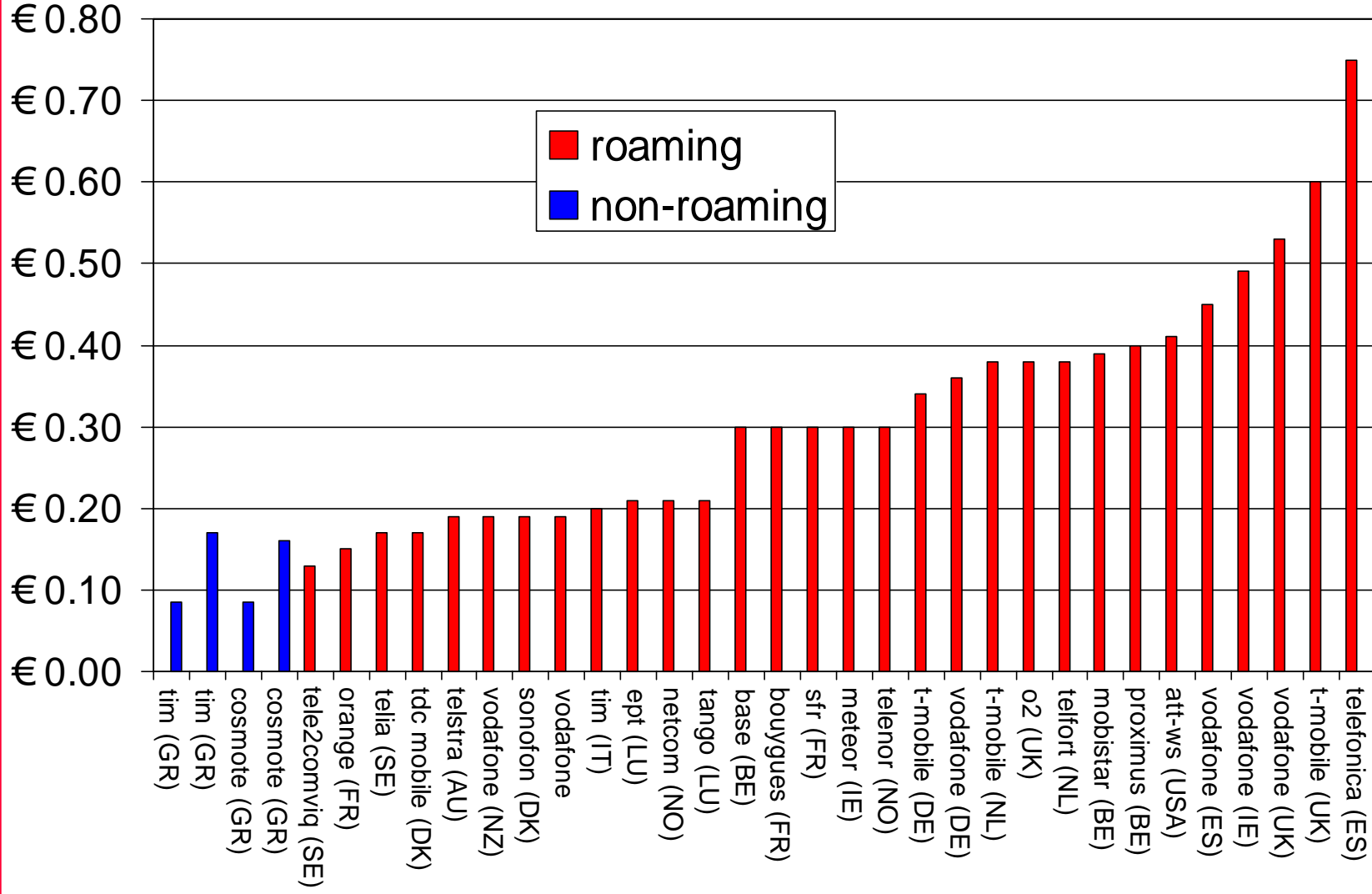
# INTUG

## calling home from greece

Wireless Technology 9 ix 2004

[www.INTUG.net](http://www.INTUG.net)

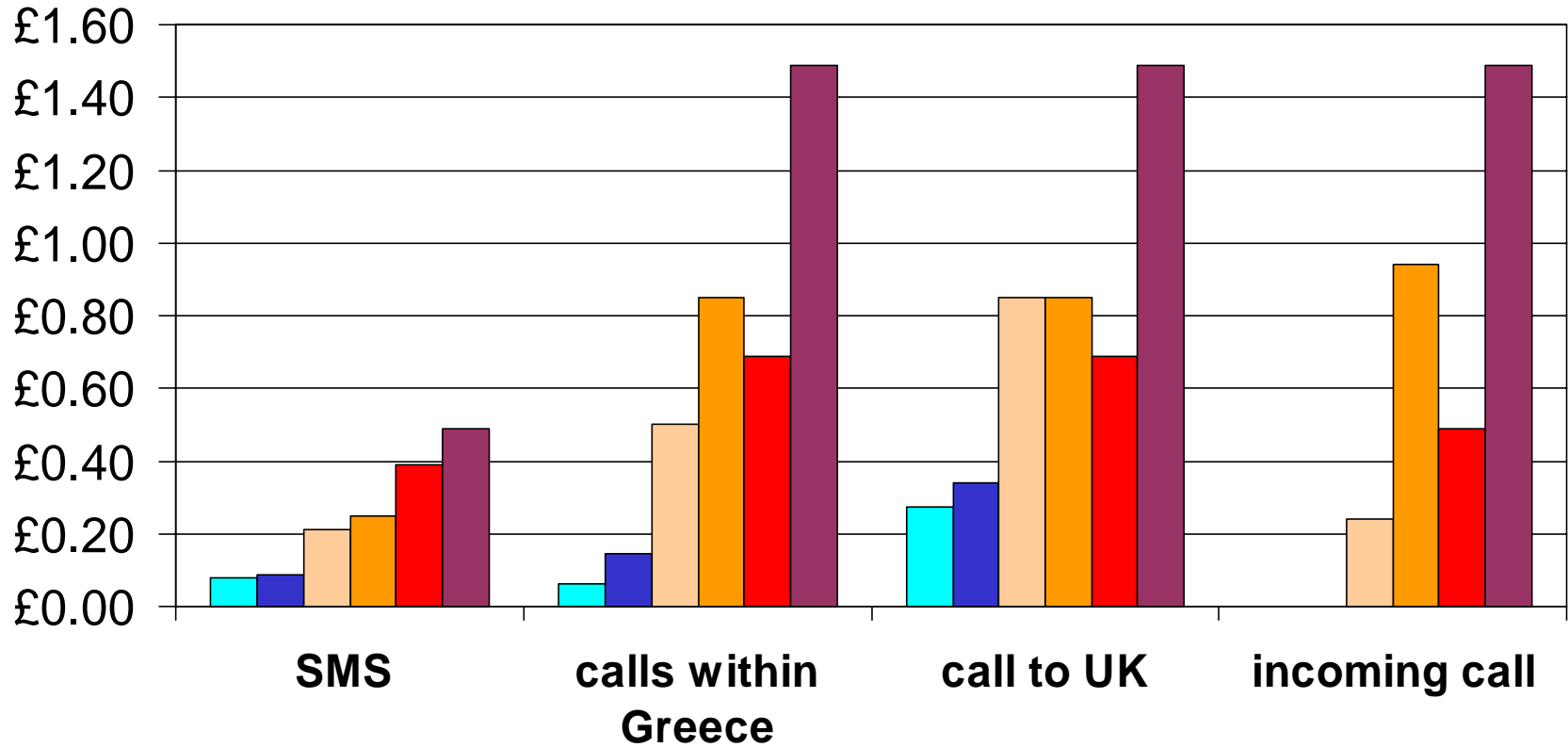




# INTUG roamers from O<sub>2</sub> UK

Wireless Technology 9 ix 2004

[www.INTUG.net](http://www.INTUG.net)



Cosmote - 480+240

TIM - Talk n Text

O2 Business roaming tariff

O2 Pay monthly

O2 Pay & Go with Euro bolt on

O2 Pay & Go without Euro bolt on

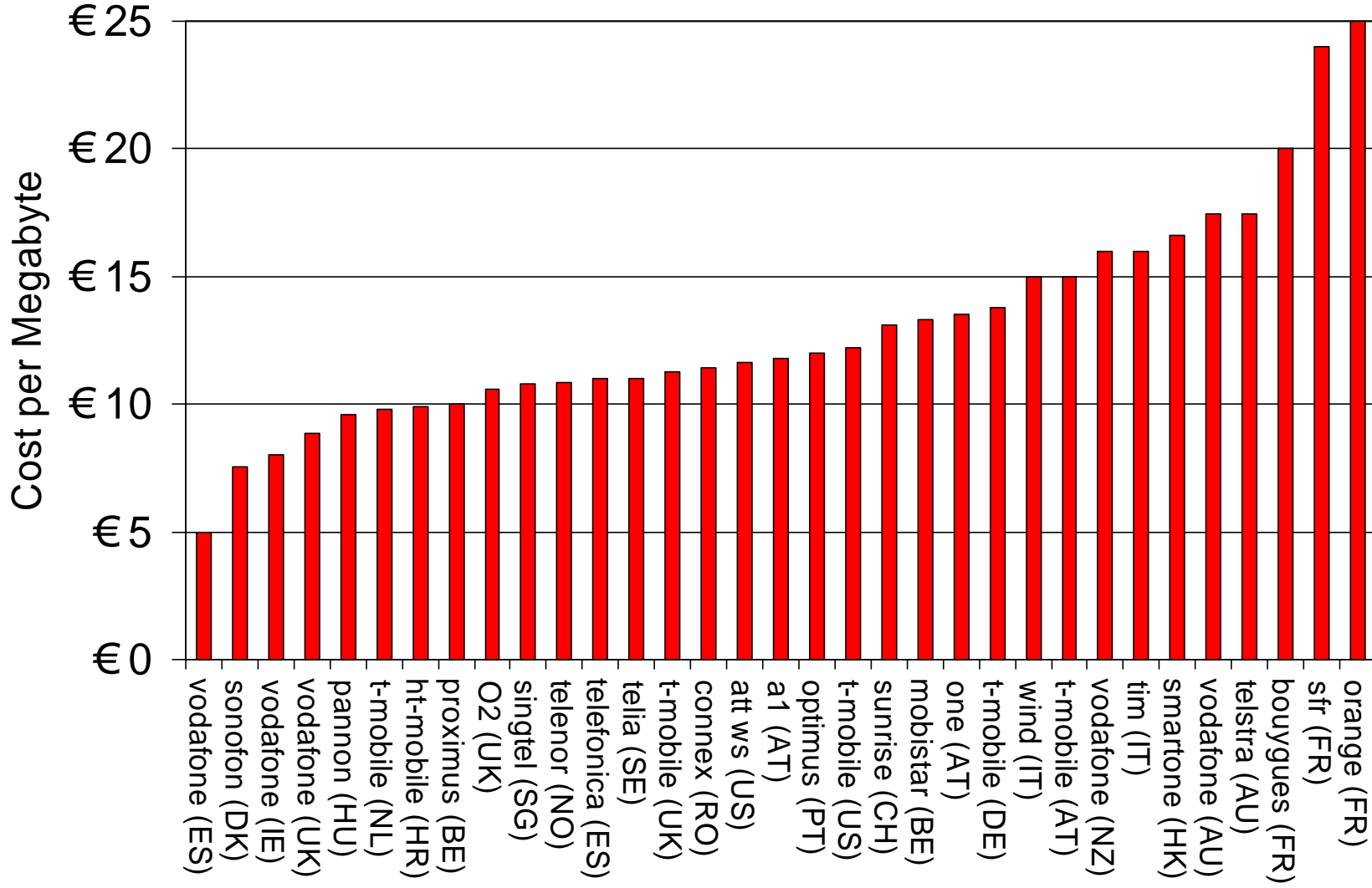
# INTUG GPRS roaming

- voice pricing abuse reproduced
- prices are:
  - hard to find
  - excessive
- why are they priced in Euros per kilobyte?
  - especially when it is not delivered data but includes a substantial overhead
- unpredictable availability:
  - some operators
  - no idea of national coverage
- no service level agreements

# INTUG GPRS roaming in Greece

Wireless Technology 9 ix 2004

[www.INTUG.net](http://www.INTUG.net)



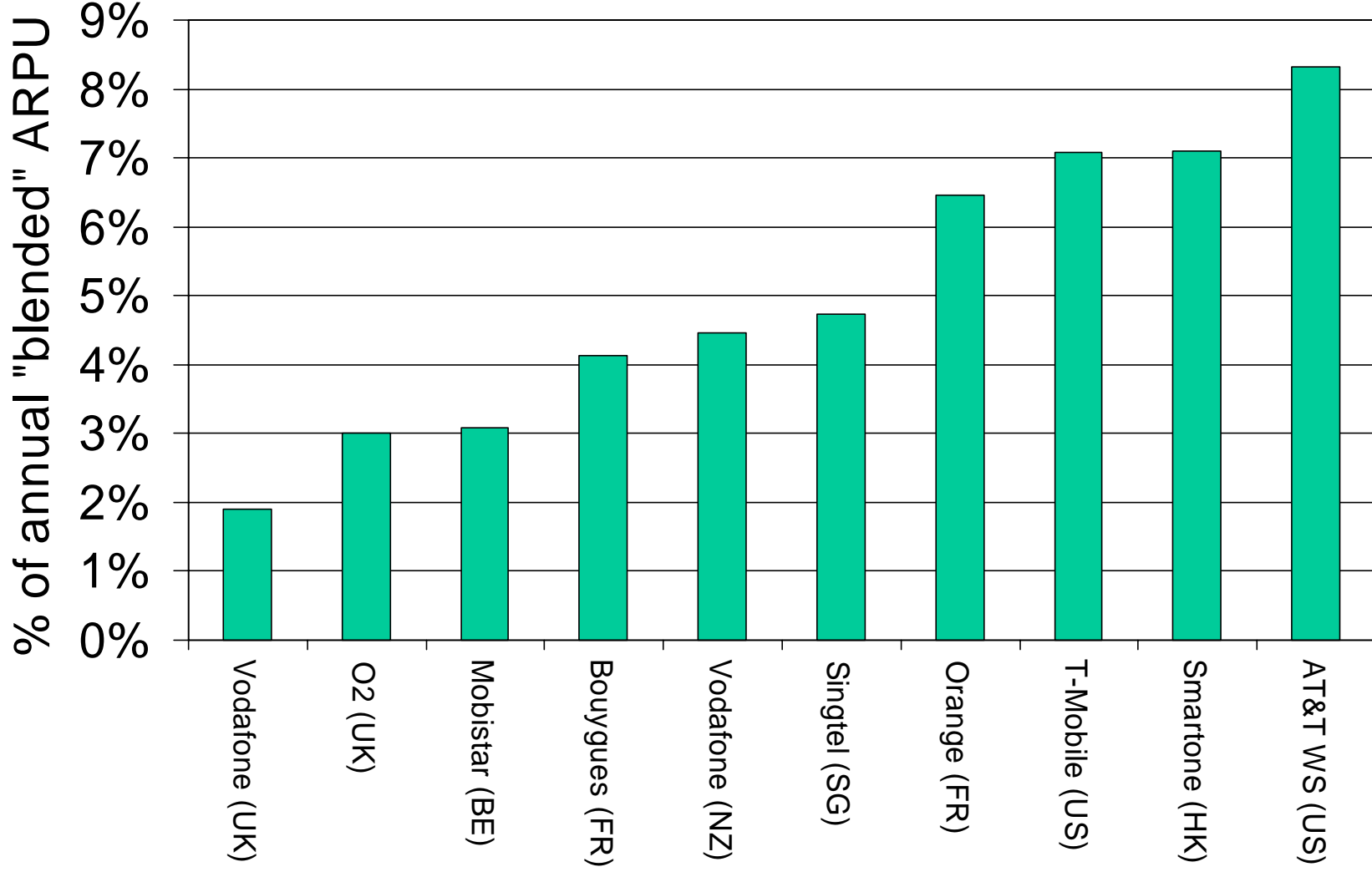
# INTUG don't do it

- business travellers:
  - book a hotel with broadband in the room
  - find a Wi-Fi hot spot
- individual travellers:
  - find a Wi-Fi hot spot
  - find an Internet café  
(it probably also offers cheap telephony)
  - use instant messaging, not SMS

[http://www.intug.net/views/avoiding\\_roaming\\_charges.html](http://www.intug.net/views/avoiding_roaming_charges.html)

# INTUG

## contribution of 1 roamed Megabyte



# INTUG GPRS roaming

- operators have demonstrated they do not understand:
  - data services (or volumes)
  - value added services
- if video is affordable, then at the same price per bit, voice is free!

# INTUG operators living

- in 1880s world of nation states
- in 1980s world of voice and SMS
- without fear of regulation
- without fear of competitors
- without need to introduce pan-European services
- by dividing and conquering
  - countries
  - companies

# INTUG limited “footprints”

- Vodafone
  - *Europe* - Albania, Belgium, France, Germany, Greece, Hungary, Ireland, Italy, Malta, Netherlands, Poland, Portugal, Romania, Spain, Sweden, Switzerland and UK (17)
  - *RoW* - Australia, China, Egypt, Fiji, Japan, Kenya, New Zealand, South Africa and United States (9)
- Orange (France Telecom)
  - *Europe* - Austria, Belgium, Denmark, France, Netherlands, Portugal, Romania, Slovakia, Switzerland, United Kingdom (10)
  - *RoW* - Australia, Botswana, Cameroon, Dominican Republic, Egypt, India, Israel, Ivory coast, Madagascar, Reunion, Thailand (11)
- T-Mobile (DTAG)
  - Austria, Czech Republic, Germany, Hungary, Netherlands, Poland, Russia, United Kingdom and USA (9)

# INTUG Internet access

- hotels are deploying
  - broadband in rooms
  - Wi-Fi elsewhere
- Wi-Fi
  - hot spots are growing
  - roaming agreements in place
- better alternatives than GPRS, EDGE and 3G

# INTUG conclusions

- european lead in mobile is lost
- market abuses continue unchecked
- no pan-European services
- operators have failed to bring customers onto 2.5G data
- 3G is stillborn (c.f. Korea-Japan)
  - only some cheap voice services
- regulators fighting on too many fronts

# INTUG looking ahead

- continuing market abuses
- limited regulatory action
- pre-paid customers being grossly overcharged
- little competitive pressure on prices
- no use of data roaming services
- no pan-European services

# INTUG thank you

Ewan Sutherland

International Telecommunications Users Group

Reyerslaan 80

B-1030 Brussels

Belgium

+32.2.706.8255

ewan at intug.net

<http://www.intug.net/ewan.html>