INTUG

Number portability

2G, 3G and convergence

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INTUG contents

- about INTUG
- a prerequisite to competition
- successes and failures
- migration
- new services
- convergence
- 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 numbering priorities

- non-discriminatory provision and use
  - ensuring appropriate availability of numbers to all operators and users
  - assignment of numbers for new services and applications
- **portability**
  - **ensuring portability for fixed (geographic and non-geographic) and for mobile numbers**
  - **minimising obstacles, delays and charges for portability**
- transparency
  - advocating clarity in the links between tariffs and numbers
  - ensuring mechanisms to allow users to find the costs associated with numbers
  - ensuring call barring is available for expensive number ranges
- availability of multi-country and global numbers
  - advocating the availability of supra-national numbering ranges at cost-effective prices
  - advocating the reform of the existing "universal" numbering ranges

INTUG uncompetitive mobile markets

- extremely complex tariff schemes
- very high termination rates
- outrageous roaming charges
- blocking of alternate technologies
- 3D on number portability:
  - deny
  - delay
  - degrade

INTUG 3G

- Games, Gambling, Girls
  - Badlands
    “First and foremost, you're going to die”
  - Ladbrokes Balls
  - Playboy on 3 (Australia and UK)
- the only successful 3G markets are Japan and South Korea:
  - millions of customers
  - significant additional revenues
- was supposed to be one extra operator
  - but frequently unchanged

INTUG ecosystem

- range of networks:
  - GSM, CDMA, UMTS
  - WLL (CDMA and PAS), Wi-Fi, Wi-MAX
  - DAB, DVB, DMB
  - fixed broadband (with Wi-Fi)
- range of services:
  - messaging, voice, videotelephony
  - streamed content
  - location based services (?)
- range of devices:
  - PC, PDA
  - games console
  - set-top box

INTUG range of identities

- telephone number(s)
  - real
  - temporary (e.g., local SIM card)
  - virtual
- handset and SIM card (IMEI, IMSI, etc)
- IP addresses (real or mapped)
- personal:
  - social security, passport, identity cards
  - credit cards
  - frequent flyer

Some are needed to block or open access to adult content

payments

- tied to numbers
- inaccuracy of bills
- premium rate “scams”
- third party billing
- mobile phone is also a banking instrument
- purchases:
  - added to monthly bill
  - deducted from stored value
- e-Money directive

ubiquitousness

- Japanese and Korean vision
- services and commerce
  - but multiple networks
- identity is **not** tied to the network
- many operators are looking for vertical integration
- many service providers want to use multiple networks
- what are the business models?

> any time, any place, any service, any network
>
> European Commission

INTUG legal position

- EU binding obligation has required portability since 25 July 2003
- fixed and mobile:
  - DK and CH have provisions for fixed to/from mobile
- technology neutrality, so xG
- no obligations on user IDs, IP addresses or the like

churn is good

- ability to switch supplier is a sign of a properly functioning market
- operators trying to lock customers in:
  - handset subsidies
  - network specific handset designs
  - tariff schemes
  - walled gardens
- but:
  - unattractive to customers
  - invites responses from NRAs and NCAs
- competition law is very clear on
  - walled gardens
  - rigged menu systems (EPGs and CRSs)

INTUG users need

- trans-national services
  - without roaming charges
- fixed mobile convergence
  - without excessive termination rates
- control of our identities:
  - we have created their value
  - we make calls
  - we disseminate the numbers and so generate inbound traffic

INTUG conclusions

- competition is more talked about than experienced:
  - much is lost in the bundling of services
- transition to 3G must not see a reduction in competition
- operators need to ease and to accelerate transfer to 3G
- so far few have moved
- serious threats to 3GSM from alternative technologies

INTUG looking ahead

- VoIP is an increasing issue:
  - very low prices and costs
  - virtual telephone numbers
- ever wider range of Services over Internet Protocol
- importance of national numbers disappears into the IP cloud
- dialling of numbers is declining in importance

INTUG thank you

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