Initiatives in Brazil and South America on International Mobile Roaming

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Introduction

- Ministry of Communications – Public policies FORMULATION

- ANATEL (Regulatory agency) – Public policies IMPLEMENTATION
IMR - Government and regulator standpoint:

- No price regulation;
- Agreements between companies and regulator would be desirable;
- Changes usually just happen by legal enforcement.
Mobile service in Brazil
Number of connections

Average growth: 19% a year

Average growth: 120% a year

Total of mobile connections (millions)
Mobile broadband connections (millions)
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Latest news on International Roaming service plans in Brazil
PAY-PER-DAY

VOICE ROAMING

- U$11.00 a day (Americas, Europe and Africa), including:
  - 50 minutes in local calls and “on-net” calls to Brazil
  - Unlimited incoming calls at no extra charge
  - US$2.90 per exceeding minute (Americas and Europe)
  - US$4.70 per exceeding minute (Africa, Asia and Oceania)
  - US$38.50 a day (Asia and Oceania)

DATA ROAMING

- U$11.00/day (Americas, Europe and Africa), including:
  - 3 Mbytes (US$3.7/Mbyte) x US$18,00/Mbyte
  - Speed reduction to 50 kbps
  - US$38.50 a day (Asia and Oceania)
Initiatives on International Mobile Roaming:

- Bi-lateral agreement with Peru (IIRSA)
- Mercosur

At this moment, both initiatives are focusing on border areas:

- About 15 million people;
- Low-income people;
- Remote regions;
- Intense cross border movement of people with a certain level of commercial integration;
MERCOSUR:

- **Member states:** Argentina, Brazil, Paraguay and Uruguay
- **2010 – Citizenship Statute**
  - To consolidate rights and benefits for the member states citizens
- **Communications**
  - Promoting price reduction for fixed and mobile communications among Mercosul member states, including roaming.
  - Extending the “charge as a local call” rule for wireless telecommunications in border areas, mostly by network infrastructure sharing.
MERCOSUR:

- Fixed service calls in border areas are charged as “local calls”
  - Resolution 66/97
    - Calls established between two cities from different member states;
    - located less than 50 km far in a straight line.

- Mobile service in border areas: work in progress to apply a similar rule
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Transparency

- Focus on more information to consumer;
- Inadvertent roaming;
- Agreement between companies and ANATEL: SMS with information to roamers;
- Need to evolve.

Possible implications for GATS
Thank you!

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