



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Swiss Confederation

Federal Office of Communications
Telecommunications

Swiss Perspective

Statistical overview and regulatory initiatives

22.03.2012



Roamers in Switzerland

- How much does it cost?
 - Some EU operators include Switzerland in the EU/EEA tariff zone:
e.g. T-Mobile (Smart Traveller), Three-UK
 - Others charge higher prices

Operator	local calls and calls back home, €/min	calls received, €/min
Orange France	1.00	0.30
Mobilkom Austria (A1 Mobil Traveler)	0.99	0.59
Vodafone New Zeland (Traveller/Prepay)	1.74	0.62
Tree Australia	1.21	0.80

EU Price Cap (excl. VAT):

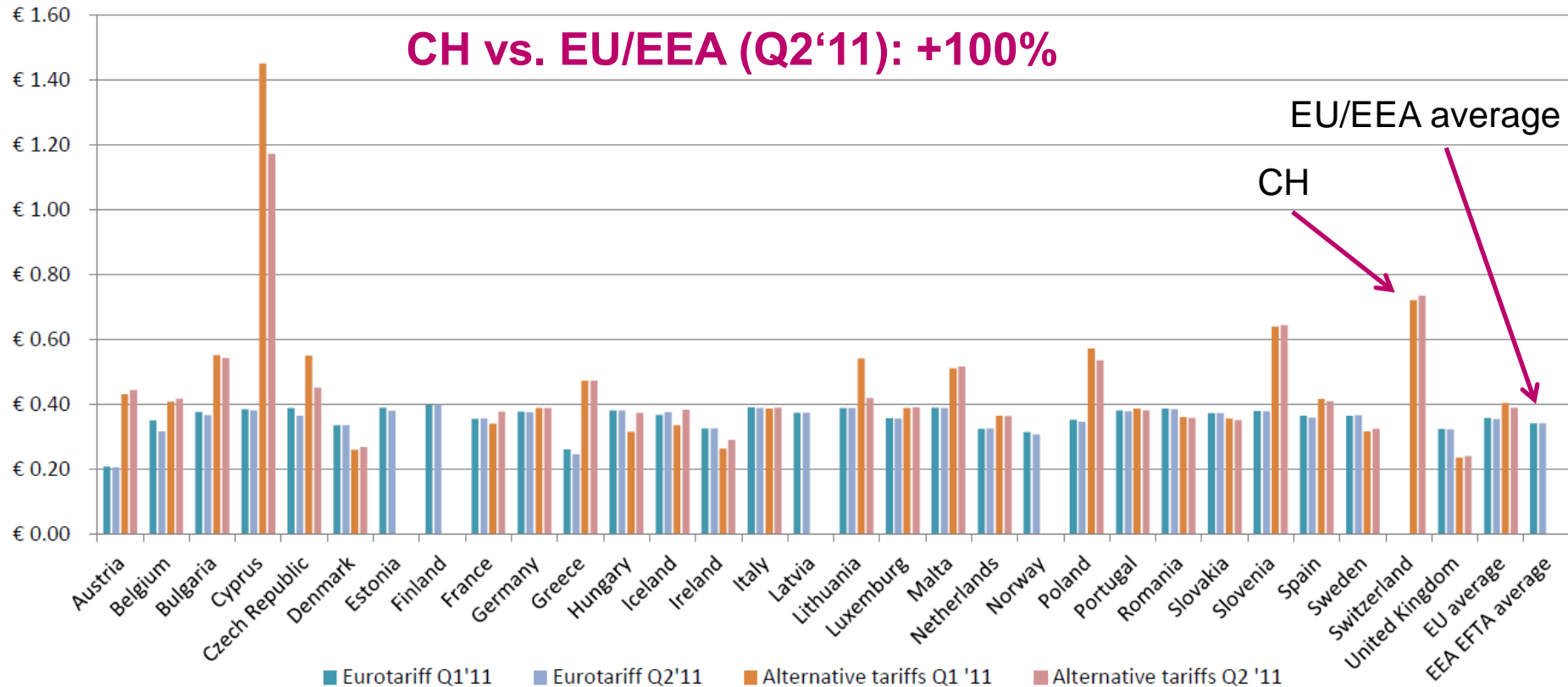
0.35 €/min

0.11 €/min



Swiss / EU statistics (1)

Average retail price per minute for **intra-EEA** roaming voice **calls made**
Eurotariff / alternative tariffs

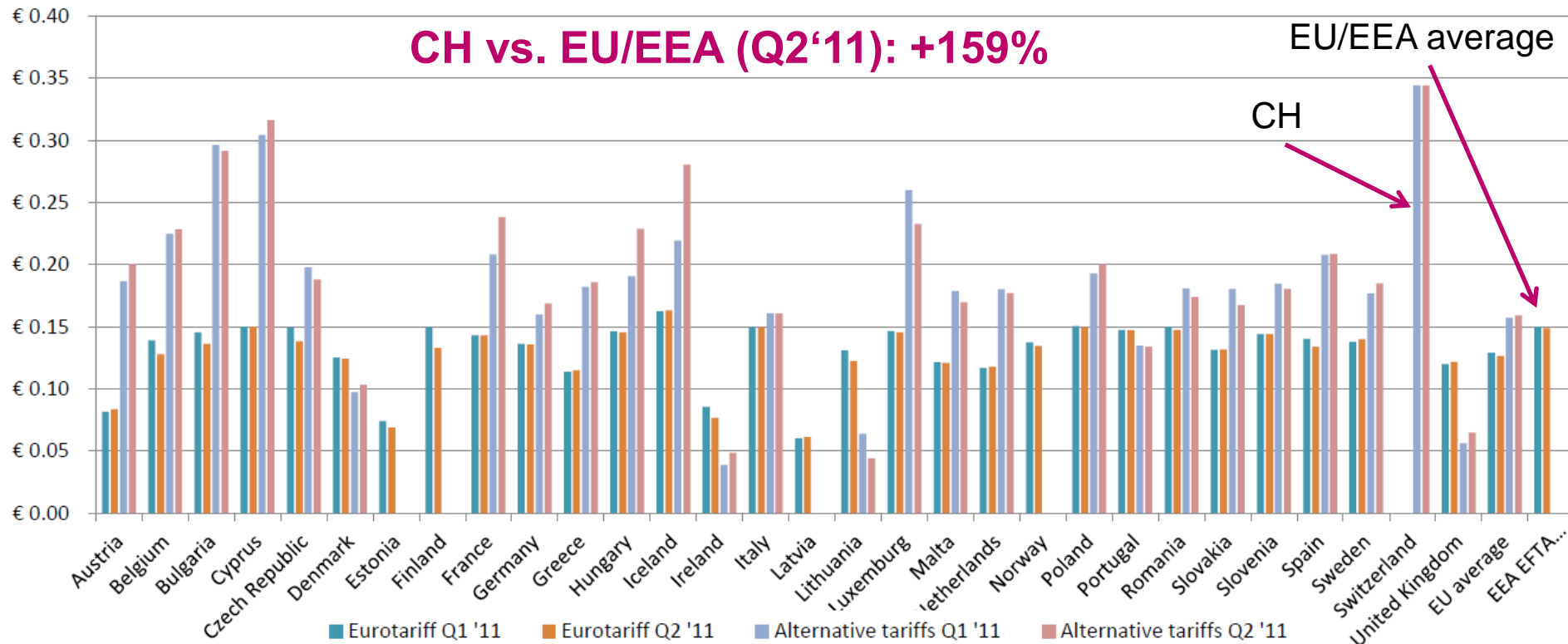


Source: BEREC, BoR (11) 51



Swiss / EU statistics (2)

Average retail price per minute for **intra-EEA** roaming voice **calls received**
Eurotariff / alternative tariffs

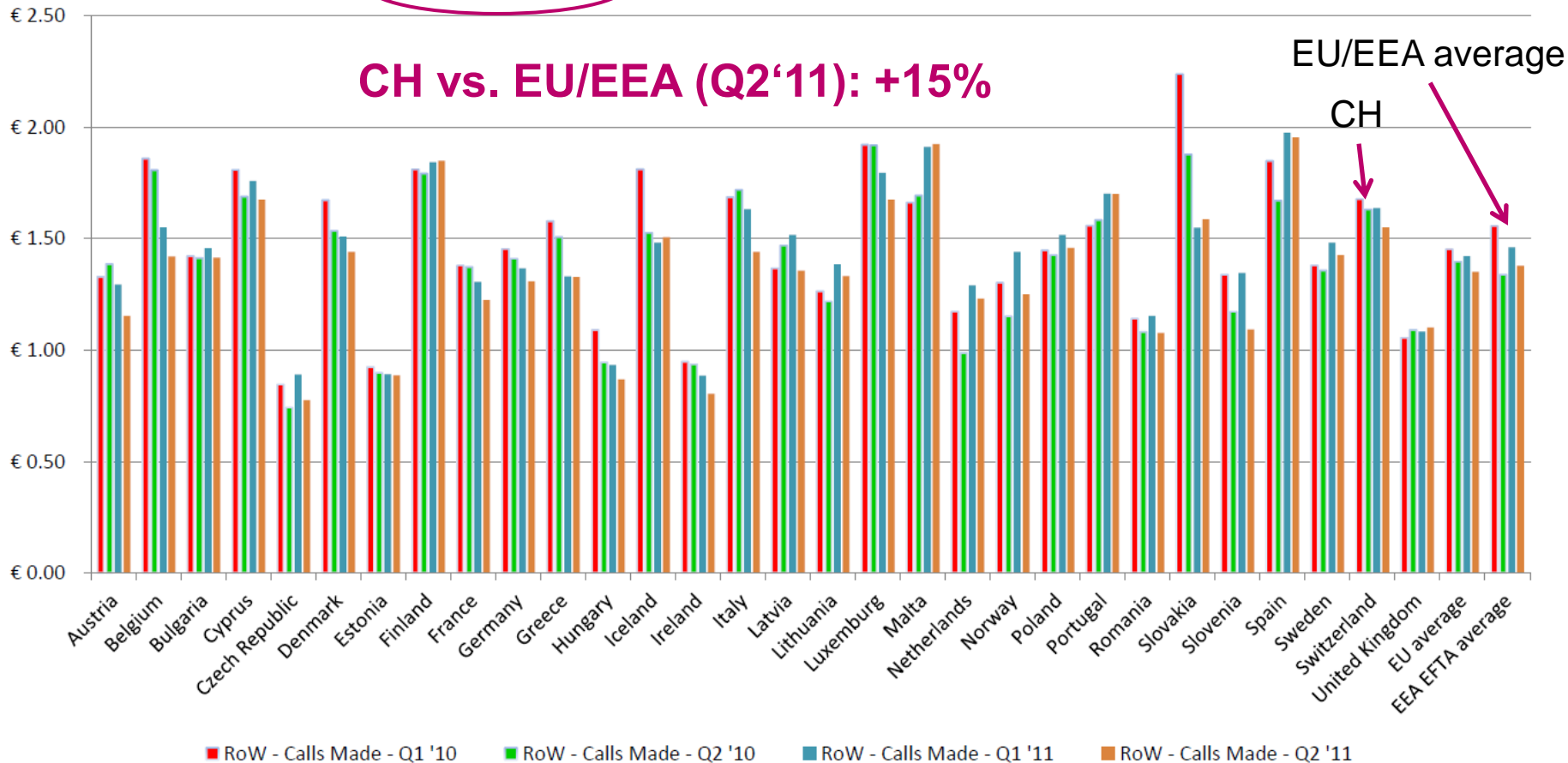


Source: BEREC, BoR (11) 51



Swiss / EU statistics (3)

Average retail price per minute for roaming voice **calls made** by EEA customers **outside EEA**

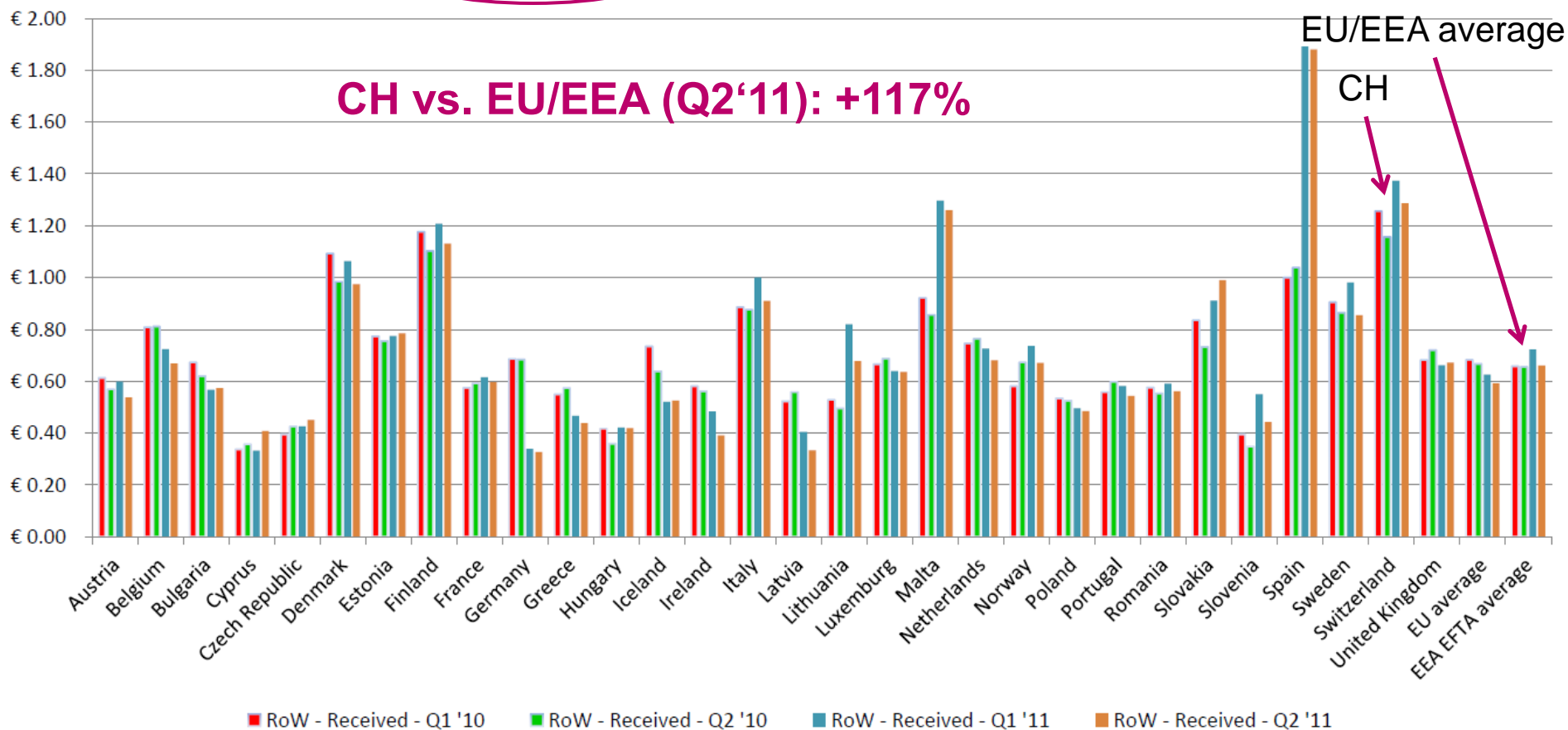


Source : BEREC, BoR (11) 51



Swiss / EU statistics (4)

Average retail price per minute for roaming voice **calls received** by EEA customers **outside EEA**



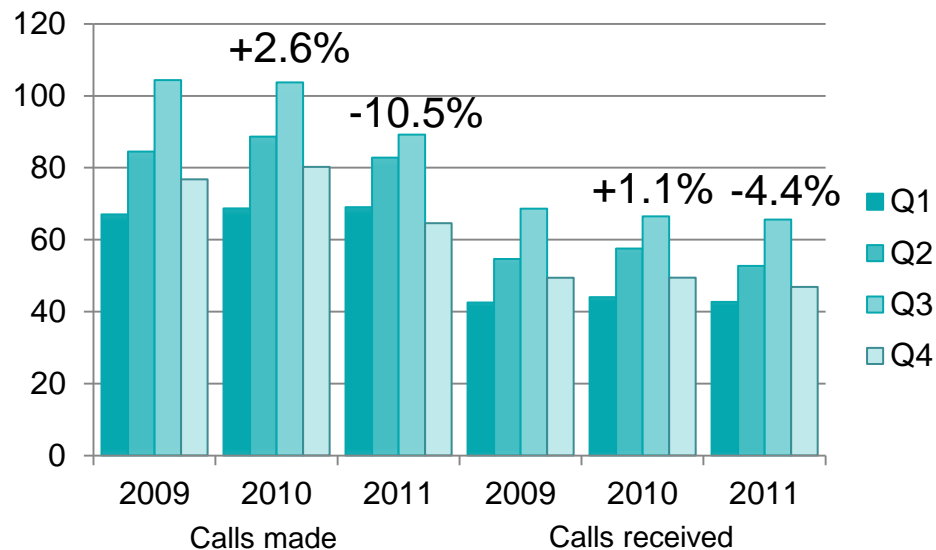
Source : BEREC, BoR (11) 51



Swiss statistics

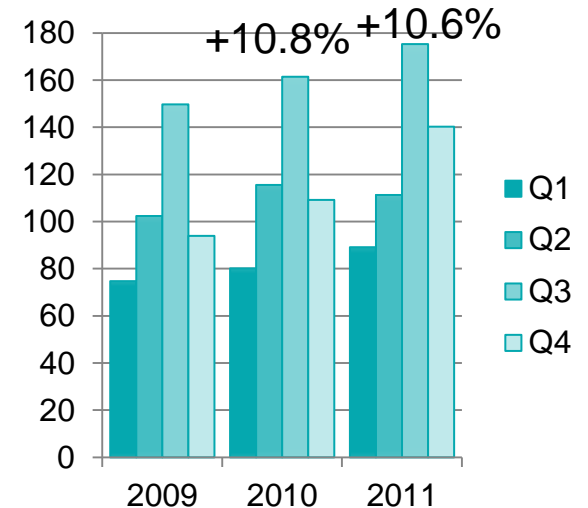
Seasonal effects

Voice roaming (millions of minutes)

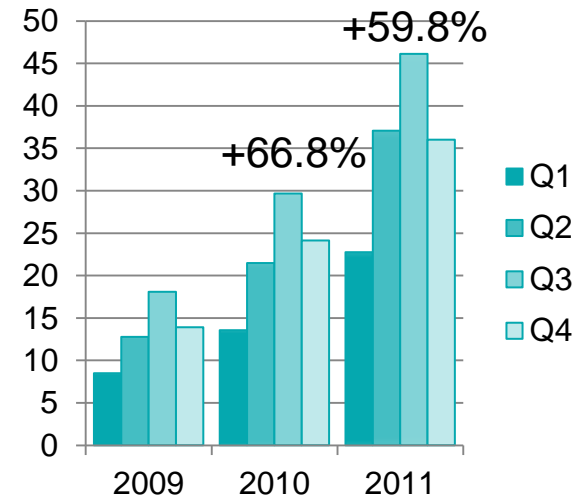


Source : BAKOM

SMS roaming (millions of SMS)



Data roaming (millions of MB)





Political pressure (1)

- December 2005: Postulate David „High Price Island Switzerland“
 - Comparison of prices CH & EU by the State Secretariat for Economic Affairs (seco)
- December 2006: „Study on international roaming in mobile telecommunication networks“ of Copenhagen Economics (seco)
- Beginning 2007: Initiative of the Price Supervisor
 - Bilateral agreement with the EU; more competence for authorities
- June 2007: parliamentary initiatives
 - Interpellation Simoneschi-Cortesi, Motions Zisyadis and Vollmer



Political pressure (2)

- **January 2010: Revision of the Telecommunications Services Ordinance (TSO) => Transparency measures**
- September 2010: Report of the Federal Council „Evaluation of the telecommunications market“
 - better transparency due to improved information
 - legal requirements for billing units
 - bilateral agreement with the EU
 - unilateral retail price regulation
- Further initiatives: more Postulates and a consumer petition



Actual situation (1)

Transparency measures: Art. 10a TSO

- From the 1st January 2010

1. On conclusion of the contract, mobile radio operators shall inform their customers in writing and in a manner which is easy to understand, how and where the latter may obtain the currently applicable tariffs as well as the tariff options for price reductions.

- From the 1st July 2010

2. In the case of a change to a foreign mobile radio network, they shall inform their customers without delay, free of charge and in a manner which is easy to understand, of the maximum costs of the following international roaming services which may be incurred :

calls to Switzerland; incoming calls; local calls; sending of SMS; data transmission including sending of MMS.

3. They must enable their customers to deactivate and reactivate this notification simply and free of charge. They must inform their customers of this option on conclusion of the contract and at least once a year thereafter.











Actual situation (2)

- **Statistics**
 - Data collection each quarter
 - Publication of national statistical data on the BAKOM webpage
 - BEREC reports
- **Voluntary measures by operators**
 - Price reductions
 - Measures against „Bill-shock“: limits for data usage
- **Participation in working groups on international roaming**
 - BEREC
 - OECD
 - ITU
 - others



OECD recommendation

-  **Promoting awareness of roaming prices and substitutes**
-  **Promoting transparent information on roaming services**
-  Facilitating trans-national networks and alliances
-  Transparency of Inter-Operator Tariffs
-  Facilitating access to wholesale mobile services on local terms and conditions
-  Wholesale price regulation
-  Retail price regulation
-  **Assessment of costs and benefits**



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Thank you